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Land Use & Transportation Citizen Committee
Community Facilities Citizen Committee
Cultural Resources Citizen Committee
Natural Resources Citizen Committee
Housing Citizen Committee

LOCAL GOVERNMENTS

City of Greenville
City of Greer
City of Fountain Inn
City of Mauldin
City of Simpsonville
City of Travelers Rest

OTHER AGENCIES

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Comprehensive Plan Ambassadors
Greenville County Library
Greenville County School District
Greenville County Recreation District
Renewable Water Resources (REWA)
Home Builders Association of Greenville
Greenville Water System
Greenville County Tax Payers Association
South Carolina Department of Transportation (SCDOT)
Duke Energy
Upstate Forever
Greenville Area Development Corporation
Greenville County Redevelopment Authority
Greater Greenville Chamber of Commerce
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Saint Francis Hospital
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Greenville County Sewer Collection System Alliance
Greenville Technical College
Greenville County Association of Fire Chiefs
Piedmont Natural Gas
Duke Energy
Greenville Farm Bureau
Greenville Forward
Urban Land Institute
Greater Greenville Association of Realtors

CONTENTS

INTRODUCTION

LETTER FROM PLANNING DIRECTOR4

EXECUTIVE SUMMARY.....To Be Inserted

FREQUENTLY ASKED QUESTIONS.....5

OUR COUNTY.....7

WHAT IS “IMAGINE GREENVILLE COUNTY”8

GROWTH BRINGS CHANGE AND CHALLENGES.....9

CHAPTER 1: ELEMENTS

INVENTORY OF EXISTING CONDITIONS.....12

GREENVILLE: BY THE NUMBERS.....13

CHAPTER 2: CITIZEN PARTICIPATION

PUBLIC PARTICIPATION AND OUTREACH.....31

COORDINATION WITH OTHER LOCAL GOVERNMENTS
AND PUBLIC SERVICE AGENCIES.....37

CITIZEN IDENTIFIED GOALS.....43

CHAPTER 3: MAPPING OUR FUTURE

ONE COUNTY ONE FUTURE.....49

MOVING FORWARD.....51

CHAPTER 4: FUTURE LAND USE

A NEW DIRECTION IS SET.....57

A NEW FOCUS FOR THE FUTURE LAND USE MAP.....61

 Rationale of Purpose over use

 Components

 Design Principles

CHAPTER 5: PRIORITY INVESTMENT
AREAS

PRIORITY INVESTMENT ELEMENT.....71

CHAPTER 6: NEXT STEPS

IMPLEMENTING THE VISION.....77

CONCLUSION.....79

APPENDIX

ATTACHED AS CD



LETTER FROM THE PLANNING DIRECTOR

The 10 year update of the comprehensive has truly has been a team effort. It has taken more than two years and thousands of staff and volunteer hours to complete this document. We can be proud of this effort and the plan it has created.

This comprehensive plan, Imagine Greenville County, was created with an unprecedented level of input from the residents of Greenville County. The goals and objectives in this plan were created by the members of our citizen committees. They attended numerous meetings and completed assignments to increase their knowledge about the various elements of the comprehensive plan. Based on the knowledge they gained and their concern for the future of Greenville County, they identified the most appropriate goals and objectives for the county.

In addition to the work of the citizen committees, the planning department used many opportunities to gain public input. The staff attended high school football games to meet citizens, received surveys completed by more than 1,500 Greenville County residents, conducted community meetings at schools throughout the area, held the One County One Future and Moving Forward growth exercises, and met citizens at several workshops and public events.

This plan takes some innovative approaches to components such as the Future Land Use Map. Whereas the previous map showed land uses at the parcel level, the new Land Use Map takes

a broader focus and shifts the map from specific uses to general purposes. The map comprises three basic components – Centers, Communities, and Corridors– which lay the groundwork for more flexibility of uses. It is our hope that these new approaches will lead to more effective planning practices and a more streamlined, easily understood process for the residents of Greenville County.

We would like to thank the members of the citizen committees, residents who took part in one or more of the public participation events, and of course the dedicated members of County Council and the Planning Commission for offering their perspectives and feedback throughout this process. It is my hope and the hope of everyone who took time to contribute to this plan that it will be an effective guide for Greenville County's growth.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE COMPREHENSIVE PLAN?

The comprehensive plan is a policy document that is adopted by County Council to serve as a guide for future decisions on the growth of Greenville County.

The plan inventories current conditions, identifies future needs, and includes recommendations and implementation strategies to address nine different elements of the county: Population, Economy, Community Facilities, Housing, Cultural Resources, Natural Resources, Transportation, Land Use, and Priority Investment Areas

WHY DO WE NEED COMPREHENSIVE PLANNING HERE IN GREENVILLE COUNTY?

State law requires a new comprehensive plan be completed for Greenville County every 10 years with a review of the plan every five years.

Beyond just being a mandatory document, this plan will serve as a useful tool to promote and maintain future growth and improve the quality of life for all residents of Greenville County.

This comprehensive plan involved much citizen participation and it reflects their vision and their desires.

WHAT DOES THE COMPREHENSIVE PLAN DO?

While necessary to be adopted by Greenville County Council, the comprehensive plan is not legally binding. It is intended to serve as a reference guide and as a decision making tool for local government officials as well as private businesses, and the public.

The plan will help in decisions related to rezonings, infrastructure improvements, development of new programs, and new investment areas.

Although legally this plan only has a 10 year time horizon the vision of this plan should serve the County for 20 years or more. Since many things may change over that span of time the plan is intended as a living document, subject to future reviews and amendments.

WHAT DOESN'T THE COMPREHENSIVE PLAN DO?

The comprehensive plan is not legally restrictive and therefore does not have to be followed. The Comprehensive Plan does not affect the use or tax rate of any personal property.

HOW WILL THE PLAN BE IMPLEMENTED?

The comprehensive plan contains the citizen and stakeholder created goals, objectives, and activities for each of the nine elements. Following adoption of the plan and its goals a work program detailing the implementation strategies will be developed. Adherence to this work program will be vital to the success of the plan.

In addition to the goals and objectives of the plan, a future land use map will also be adopted as part of Comprehensive Plan. This map will help guide future decisions related to land use.

WHAT IS THE FUTURE LAND USE MAP?

The future land use map shows the desired location of different land uses in Greenville County. This map is used by the Planning Department, Planning Commission, and County Council when making decisions on rezoning requests, however, like the rest of the plan, the map is intended as a guide.

The future land use map is required for all local governments that practice zoning. The map is a portion of the required Land Use element of the plan.

This future land use map is based upon the principles and goals of the overall comprehensive plan. Unlike previously adopted land use maps used in Greenville County and elsewhere, this map is intended to allow for greater flexibility and integration of uses.

WILL THE FUTURE LAND USE MAP ZONE OR REZONE MY PROPERTY?

The future land use map is NOT a zoning map, nor is it intended to encourage or discourage zoning in unzoned areas. The map will, however, be used in making recommendations on individual rezoning request cases and in the identification of potential zoning districts for citizen driven efforts in expanding the County's zoning jurisdiction.



OUR COUNTY

Stretching from the foothills of the Blue Ridge Mountains into the Piedmont region of South Carolina, Greenville County provides an ideal location for quality of life that is surpassed only by its matchless beauty. From humble beginnings as a Cherokee trading outpost to its consolidation as the Greenville District in 1786, the area that today is Greenville County flourishes as a regional center with national and global prominence.



Monaghan Mill

Greenville County is home to more than 430,000 residents, and remains South Carolina's most populous county. It is also the thirteenth largest county by land area with approximately 790 square miles. Greenville County is also the fastest growing county within the ten-county Upstate region, with an average annual growth rate of 1.93 percent.

Beginning in the 1800s with the establishment of numerous textile mills Greenville County was recognized as a thriving textile manufacturing hub, unrivaled throughout the country as well as the world. By the 1970s many of the mills had closed and Greenville economy shifted from textile manufacturing to a broader based economy which now includes automotive related manufacturing, medical, construction and engineering. Our skilled and growing workforce is supported by nationally ranked institutions of higher education located throughout the Upstate.

Today, Greenville County is considered to be the economic engine of South Carolina's Upstate region offering opportunities for entrepreneurs and corporations alike. Local and regional organizations continue to meet with success as they recruit a variety of new businesses to the area.



Clemson University International Center for Automotive Research (CUICAR).

WHAT IS “IMAGINE GREENVILLE COUNTY?”

The South Carolina Local Government Comprehensive Planning Enabling Act of 1994 (S.C. §6-29-310 through §6-29-1200) requires local governments that have zoning ordinances to have a ten year comprehensive plan and to conduct plan updates every 10 years. Imagine Greenville County is Greenville County’s response to this requirement in the South Carolina State law.

Greenville County Council authorized the Greenville County Planning Commission to undertake a citizen-driven, community-based study for the creation of a new comprehensive plan establishing the vision for the next 10 years. The process known as Imagine Greenville County has involved thousands of citizens and stakeholders over the past 18 months. This resulting document is the expression of what these participants envisioned for the future of Greenville County.

This comprehensive vision serves as a planning guide for future land use and growth decisions. Based on the collective input of citizens, current economic data and growth predictions, this document is intended to be purposeful guide for the many public and private decisions that shape our quality of life.

Imagine Greenville County is a comprehensive vision for promoting prosperous growth while ensuring the preservation of the diverse character of our communities within the County.

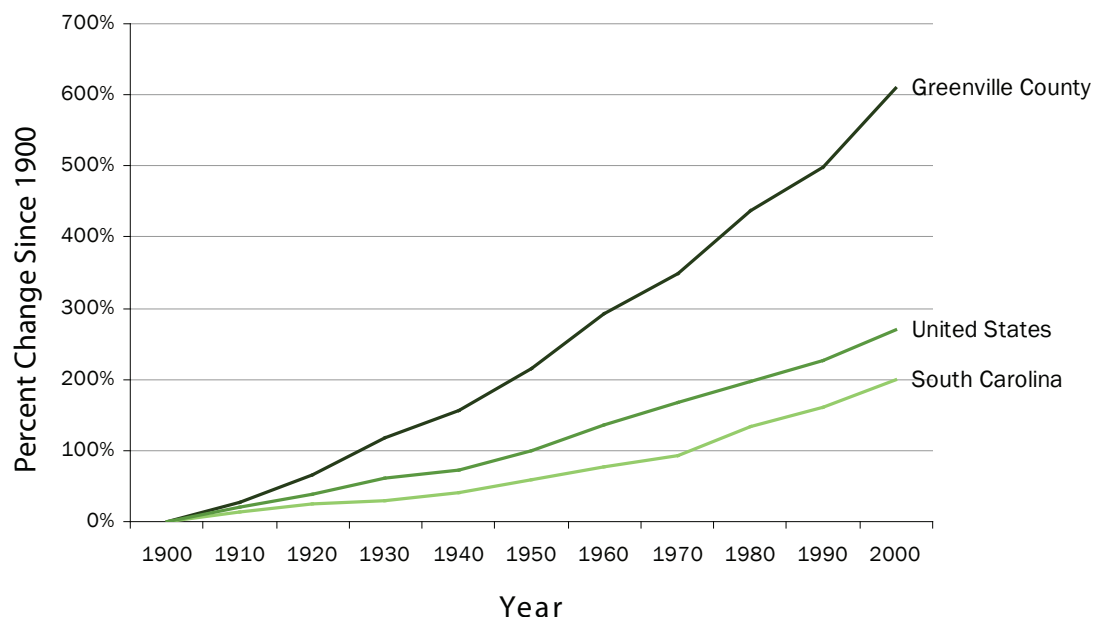
GROWTH BRINGS CHANGE AND CHALLENGES

Like most counties, Greenville County has its share of advantages and disadvantages. The balance of the two affects the quality of life for most citizens. Fortunately, Greenville County has many advantages to offer. From its resilient economy to its natural beauty, citizens cite multiple factors that bring them to the area and keep them here. Because of these advantages, Greenville County has experienced a steady upward trend in its population growth in recent years. Nearly 118,000 new residents have arrived since 1990, an increase of over 36 percent.

With this growth come many new challenges. The increased demand for services such as new roads, public infrastructure, schools, police, fire and recreation has changed our landscape. Construction has become commonplace across Greenville County with over 20,000 new housing units completed since 2000. To support this growth, new roads are planned, new schools have been constructed, and the demand for additional services continues to increase. Growth has undeniable effects on citizen's

quality of life, the environment, and the level of public services available. Greenville County's citizens and leaders must decide how growth will be balanced so that the quality of life that attracts so many to Greenville County is sustained and improved.

Greenville's growth, changes and ensuing challenges make this study timely. This comprehensive vision is comprised of goals, objectives and a Future Land Use Map. The South Carolina Local Government Comprehensive Planning Enabling Act of 1994 outlines the categories to be examined in a comprehensive plan. The data presented here in Imagine Greenville County is organized in these categories.





chapter **1** **ELEMENTS**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.

INVENTORY OF EXISTING CONDITIONS

Data was gathered from a selective analysis of current trends in the county. This information was used by planners, citizens and stakeholders as they participated in the Imagine Greenville County process. The data assisted the participants by providing an overview of the current conditions in Greenville County.

It is important to note that this data certainly is not exhaustive, nor is it intended to be. The focus was on the factors that were most relevant to the plan's process. Additional raw data can be found in the appendix section.

These factors include critical measures related to:

- Population
- Economic Development
- Natural Resources
- Cultural Resources
- Community Facilities
- Housing
- Land Use
- Transportation
- Priority Investment

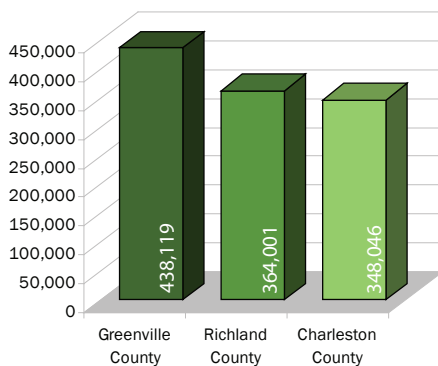
GREENVILLE: BY THE NUMBERS

POPULATION

The population element considers historic trends and projections, household numbers and sizes, educational levels, and income characteristics.

In 2000, the population of Greenville County was 379,612. The most recent U.S. Census Bureau data estimates that as of July 1, 2008, the population had increased to 438,119, making Greenville the most populous county in South Carolina.

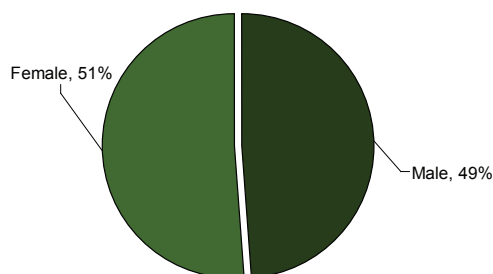
Most Populous South Carolina Counties



Source: U.S. Census Bureau

While the U.S. population grew 8 percent between 2000 and 2008 and South Carolina's population grew 11.7 percent, Greenville's population outpaced them both with a 15.4 percent increase over the same period.

Population by Sex



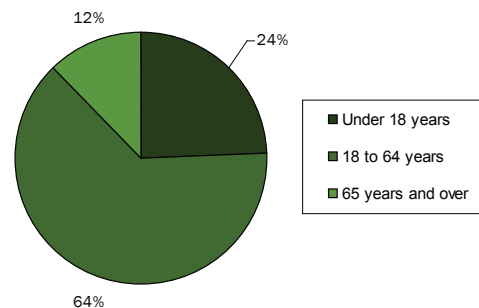
Source: U.S. Census Bureau

According to U.S. Census Bureau estimates, 53,235 Greenville County residents (approximately 12 percent) are age 65 or older.

In Perspective...

Twelve percent of the total population is equivalent to the entire population of the cities of Mauldin, Simpsonville, Fountain Inn and Travelers Rest combined.

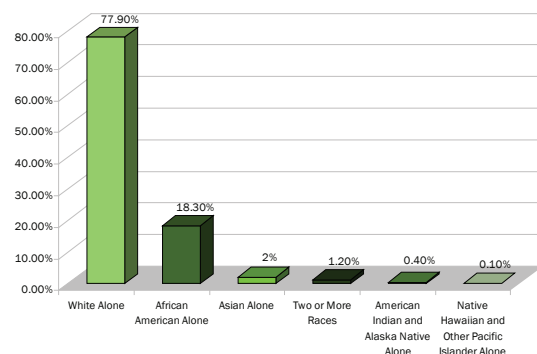
Population by Age



Source: U.S. Census Bureau

African Americans remain the largest minority group in Greenville County, but the Hispanic and Asian populations are increasing. In 2008, over 7 percent of County residents were Hispanic or Latino.

Population by Race



Source: U.S. Census Bureau

ECONOMIC DEVELOPMENT

The economic development element considers labor force and labor force characteristics, employment by place of work and residence, and analysis of the economic base.

In 2008, the median household income in Greenville County was \$44,850, which was \$5,320 less than the median income in the United States. Per capita income in the county is \$24,215, while per capita income in the U.S. is \$25,933.

Greenville County's cost of living is approximately 91 percent of the national average.

In 2007, the poverty rate for families in the county was 10.8 percent. Of single mothers in the county, 29.3 percent currently live below the poverty line. Between 2000 and 2008, the manufacturing industry in the county lost 16,900 jobs, or an average of 2,112 jobs every year. In 2000, twenty percent of county jobs were in manufacturing. By 2007, the number had fallen to twelve percent.

Since 2000, five employment sectors saw a rise in their market shares in Greenville County:

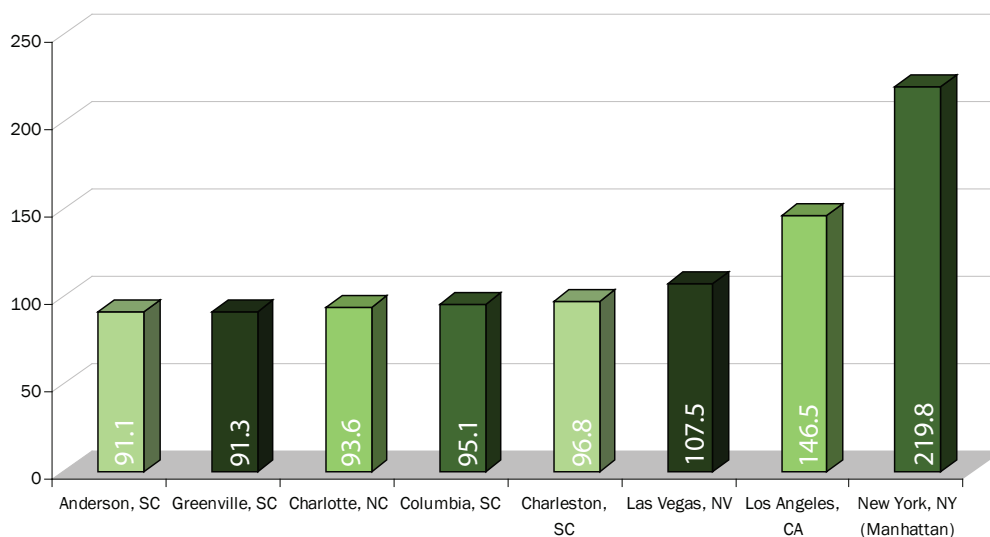
- Professional and Business Services
- Education and Health
- Leisure and Hospitality
- Government
- Other Services

An average of 4,300 jobs have been created in the county each year since 2000. There are 1.4 jobs for every one household in Greenville County, the highest ratio in the Upstate region of South Carolina.

Of every 100 workers in Greenville County:

- 21 work in trade, transportation and utilities
- 17 work in business and professional services
- 14 work in government
- 13 work in manufacturing
- 10 work in education and health
- 10 work in leisure and hospitality
- 6 work in construction or mining
- 4 work in finance
- 3 work in other services
- 2 work in information

Cost of Living Index Comparison

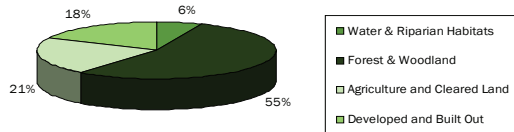


Source: Greenville Area Development Corporation, ACCRA Cost of Living Index

NATURAL RESOURCES

The natural resources element considers slope characteristics, prime agricultural and forest land, plant and animal habitats, parks and recreation areas, air quality, scenic views and sites, wetlands, and soil types.

Land Cover and Habitat Types



Source: 2001 SCDNR GAP analysis data, Greenville County Planning Department

Almost 15 percent of the county's land area is currently protected as open space. This totals 74,900 acres. Of that amount, nearly half (35,000 acres) is state park and heritage preserve land designated for habitat protection and passive recreation activities such as hiking, camping, boating, and bike riding. More than one-third (26,000 acres) of the open space is protected watershed lands. The majority of this open space protects forest and woodland, and water and riparian habitats.

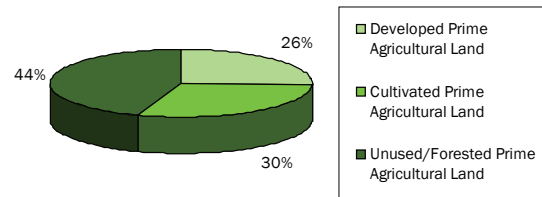
Public vs. Private Open Space

Type	Acres	Percent of Total Protected Open Space	Percent of Total Land in Greenville County
Public Lands			
State Parks & Heritage Preserves	34,730	46.37%	6.83%
County Parks	1,460	1.95%	0.29%
City Parks	1,242	1.66%	0.24%
Public/Private Lands			
Conservation Easements	6,681	8.92%	1.31%
Watershed Lands	25,922	34.61%	5.10%
Camps and Preserves	4,109	5.49%	0.81%
Private Lands			
Clustered Subdivision Open Space	754	1.01%	0.15%
Total	74,898	100.01%	14.73%

An estimated one-third of Greenville County's land, or 158,880 acres, is considered to contain prime agricultural soils. Twenty-six percent (40,754 acres) has been developed and thirty percent (47,288 acres), is currently cultivated for agricultural activity. Almost 45 percent of all development activity in Greenville has occurred on prime agricultural soils. An additional 38,803 acres of cultivated

lands existed on generally suitable land, but sub prime soils.

Agricultural Lands



Source: 2001 SCDNR GAP analysis data, Greenville County Planning Department

In 2007 Greenville County had the lowest average and median farm size in the state, but was 4th highest in total number of farms. The majority of the County's farms are smaller family type operations with almost 70 percent of farm owners having a primary occupation other than farming and agriculture. Two of the primary agricultural activities in the county are timber cultivation and livestock grazing.

Endangered plants and animals:

There are 128 plant and animal species in the county that are listed as either endangered or threatened. Since April 2004, seven new species have been added to the county's endangered and threatened species list.

Since April 2006, one species has been removed from the list (Eastern Cougar). According to the SC Department of Natural Resources website, eight species in Greenville County are classified as rare and vulnerable to extinction worldwide, and forty-three species are classified as rare and vulnerable to extinction statewide.

Source: Greenville Pickens Area Transportation Study, SC Department of Natural Resources

Air Quality

Transportation and utilities are the major contributors to Greenville County's air pollution with transportation accounting for 53 percent of Greenville County's air pollution.



The Cloud Kid logo was the emphasis of Greenville County's public awareness campaign to improve air quality.

Between 1997 and 2008 the National Ambient Air Quality Standard for ground level ozone was set at 0.08 parts per million. During that period Greenville County was not attaining this standard, but the nonattainment designation was deferred as Greenville County participated in the Early Action Compact (EAC) process. In the EAC process, the EPA deferred the effective dates of designation in exchange for early implementation action for the ozone standard. After implementation action, the EPA designated Greenville County as in attainment for the 1997 ground level ozone standard.

In March 2008, EPA lowered the standard to 0.075 parts per million. During the years 2006-2008, readings at the ground level ozone monitors representative of Greenville County exceeded the new 0.075 ppm standard. These monitors, as well as others in the region, are expected to continue to show ozone readings that exceed the new 2008 ozone standard. Because the data from 2006-2008 showed Greenville County's air was above the new 2008 standard of 0.075 ppm, the South Carolina Department of Health and Environmental Control (DHEC) recommended to the EPA that Greenville County (partial) be designated as non-

attainment for the 2008 standard. It is anticipated that by March of 2010, EPA will officially designate Greenville County as well as several surrounding counties as non-attainment for ground level ozone.

CULTURAL RESOURCES

The cultural resources element considers historic buildings and structures, commercial districts, residential districts, unique, natural, or scenic resources, archaeological, and other cultural resources.



The Children's Museum of the Upstate

The Cultural Resources element includes the various attractions that comprise Greenville County's significant cultural and historic heritage. There are 63 sites in the county listed on the National Register of Historic Places.



Shoeless Joe Jackson Museum and Baseball Library

There are nine public museums in Greenville County:

- Greenville County Museum of Art
- Upcountry History Museum
- Children's Museum of the Upstate
- American Legion War Museum
- Shoeless Joe Jackson Museum and Baseball Library
- Museum and Library of Confederate History
- Museum and Gallery at Bob Jones University
- Museum and Gallery at Heritage Green
- Greenville Cultural Exchange Service



Greenville County Museum of Art

There are five theaters in Greenville County:

- Peace Center for the Performing Arts
- Warehouse Theatre
- South Carolina Children's Theatre
- Greenville Little Theatre
- Centre Stage

COMMUNITY FACILITIES

The community facilities element considers water supply, treatment, and distribution, sewage system and wastewater treatment, solid waste collection and disposal, fire protection, emergency medical services, general government facilities, education facilities

and libraries, and other cultural facilities.

Special Purpose Districts

Many parts of Greenville County, especially the unincorporated areas of the county, receive a variety of services through special purpose districts. There are more than 50 individual special purpose districts in Greenville County providing sewer collection and treatment, water, parks and recreation, fire protection, libraries, public hospitals, solid waste, and schools. Some special purpose districts provide a specific service to a single community and/or neighborhood, while others are more regional serving the entire county or several counties. Special purpose district boundaries often overlap with municipal boundaries, serving both incorporated and unincorporated areas, and provide services to more rural areas of the county where otherwise there would be none.

Water Supply Treatment and Distribution

The Greenville Water System is the primary water provider for Greenville County, serving more than 170,000 metered customers.



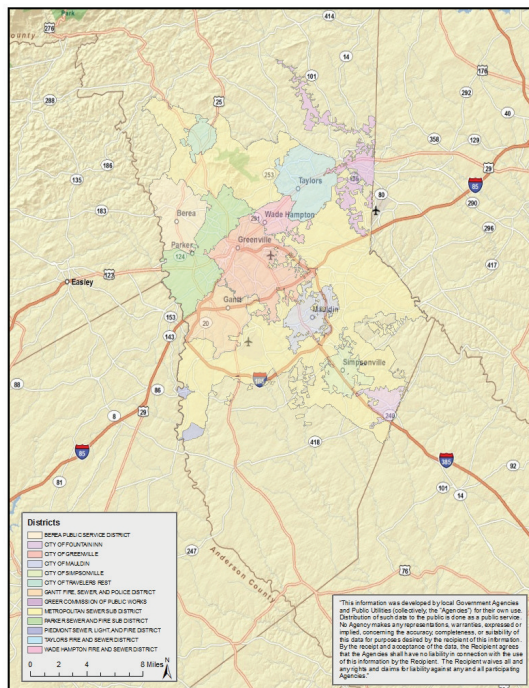
Greenville Water System Main Office

The primary water sources in Greenville County are the Table Rock Reservoir (1931) and the North Saluda Reservoir (1961).

The average county resident uses 100 gallons of water every day. Given that the average household size in Greenville County is 2.48 people, the average household is using 250 gallons of water on a daily basis. In 2008 the average daily flow rate of the current water system was more than 60 million gallons per day. The current water system has the capacity to support an average daily flow of 135 million gallons per day with a planned future build-out capacity of 225 million gallons per day.

Sewer System

Sewer collection in Greenville County is provided by eight different special purpose districts with each serving different communities. Metropolitan Sewer Sub-District is the largest sewer collection provider in the unincorporated areas of the county with a service area spanning 161 square miles and serving more than 45,000 customers. Over the last 10 years Metro Sewer Sub-District has added 160 miles of new lines to its collection system adding an average of 16 miles per year.



Some Special Purpose Districts	Size (sq. miles)
Berea Public Service District	15
Gantt Fire Sewer & Police District	15
Metropolitan Sewer Sub-District	161
Parker Sewer & Fire Sub-District	23
Piedmont Public Service District	2
Slater/Marietta District Water, Fire & Sewer District	49
Taylors Sewer & Fire District	16
Wade Hampton Fire & Sewer District	6

Wastewater Treatment

Renewable Water Resources (ReWa), formerly known as Western Carolina Regional Sewer Authority, provides collection and treatment of wastewater to five counties: Greenville, Laurens, Anderson, Spartanburg, Pickens. These five counties cover the Enoree, Saluda and Reedy River Basins. ReWa owns and operates seven treatment plants in Greenville County and serves more than 400,000 customers region-wide.



Renewable Water Resources headquarters on Mauldin Road

ReWa Wastewater Treatment Facilities

Treatment Plants	Year Built	Current Capacity*	Planned Capacity*
George's Creek	2003	3	3
Gilder Creek	1987	8	11.3
Lower Reedy	1975	11.5	11.5
Marietta	1960s	0.7	0.7
Mauldin Road	1927	29	29
Pelham	1978	22	22
Piedmont	1966	4	4
Durbin Creek (Laurens Co.)	1988	3.3	5.3

*Millions of gallons per day

Source: Renewable Water Resources

Solid Waste Collection and Disposal Services

The Greater Greenville Sanitation Commission, established as a special purpose district, provides the only taxpayer-funded curbside pickup services to county residents.

Greenville County Solid Waste Division provides solid waste disposal services, and numerous facilities, including the Twin Chimneys landfill (opened in 2006), six convenience centers, and 16 non-staffed recycling drop-off centers.

Opened in 2006, the Twin Chimneys Landfill replaced the Enoree Landfill (closed) as Greenville County's only taxpayer-funded landfill.

In 2008 the Twin Chimneys landfill processed and disposed of 205,796 tons of solid waste and has a remaining capacity of 28,478,855 tons.

At current rates of permitted disposal, the Twin Chimneys Landfill has enough remaining capacity to serve Greenville County until the year 2065.



Twin Chimneys Landfill

Recycling Facilities

Drop-off Recycling Centers: 29
Curbside Recycling Programs:
Municipalities of Fountain Inn, Greenville,

Greer, Mauldin, Simpsonville and Travelers Rest as well as Greater Greenville Sanitation service area



Greenville County Recycling Center at County Square

While the table below reflects municipal solid waste recycling data, all recycling efforts can result in significant reductions in greenhouse gas emissions. In 2007, Greenville County's recycling efforts resulted in a reduced environmental impact equivalent to:

- the electricity usage of 69,552 households for one year; or
- 3,662 acres of forest preserved from deforestation; or
- 59,605,456 gallons of gasoline consumed.

Solid Waste Recycling Data

Commodity	Residential (Tons)	Commercial (Tons)	Institutional/Nonprofit (Tons)	Industrial (Tons)	Packaging Total (Tons)
Glass	1,222.46	0	6.5	1,741.62	2,970.58
Metal	742.95	11,379.87	276.47	2,011.62	14,410.91
Paper	9,549.75	52,892.29	1,278.40	19,520.76	83,241.20
Plastic	848.99	2,127.60	13.73	906.43	3,896.75
Banned Items	35,424.05	9,275.62	235.62	32.41	7,264.16
Miscellaneous	111.27	1,154.69	123.48	5,874.72	44,967.70
Total	47,899.47	76,830.07	1,934.20	30,087.56	156,751.30

Source: Greenville County Solid Waste Division

Fire Protection

There are 28 fire districts and a total of 68 fire stations serving the unincorporated areas of Greenville County.

Greenville County Fire Districts
Belmont
Berea

Boiling Springs
 Ceasars Head
 Canebrake
 Clear Springs
 Donaldson
 Duncan
 Dunklin
 Foothills
 *Fountain Inn City
 Gantt
 Glassy Mountain
 Gowensville
 *Greenville City
 *Greer City
 Greer Fire Service Area
 Lake Cunningham
 *Mauldin City
 Mauldin Fire Service Area
 North Greenville
 Parker
 Pelham Batesville
 Piedmont
 Piedmont Park
 River Falls
 *Simpsonville City
 Simpsonville Fire Service Area
 Slater Marietta
 South Greenville
 Taylors
 Tigerville
 *Travelers Rest City
 Wade Hampton

**Denotes Fire District within municipality*

Emergency Medical Services



Fire departments were represented in the Sept. 11 ceremony at County Square.

Greenville County EMS is the only taxpayer funded emergency medical service in Greenville County. GCEMS is the exclusive 9-1-1 provider for Greenville County and has 15 full-time 24/7 and four 12/7 ALS ambulances located strategically throughout the county. GCEMS is responsible for the majority of medical emergency calls within the county, with a volume of approximately 60,000 calls per year.

Greenville Hospital System



Greenville County Emergency Response Vehicles

Greenville Hospital System is a not-for-profit academic health organization committed to medical excellence through research and education. The GHS has five campuses that provide integrated healthcare to communities across Greenville County through tertiary referral and education centers, community hospitals, a long-term acute care hospital, nursing home, outpatient facilities and wellness centers.

The Greenville Hospital System employs approximately 1,000 physicians on the Medical Staff, and has a total of 1,110 beds.

GHS Facilities Include:

- Greenville Memorial Hospital Campus – 710-bed Greenville Memorial Hospital tertiary referral and academic center, including Children's Hospital;



Greenville Memorial Hospital

- Roger C. Peace Hospital – Rehabilitation (53 beds);
- Marshall I. Pickens Hospital – Behavioral Health (63 beds + 22 beds in Children’s program);
- Greer Medical Campus – Greer Memorial Hospital a community hospital with inpatient and outpatient services and an emergency department (58 beds) ;



Greer Medical Campus

- Cottages at Brushy Creek a new concept in skilled-nursing care (144 beds);
- Simpsonville Medical Campus: Hillcrest Memorial Hospital a community hospital with inpatient and outpatient services and an emergency department (43 beds);



North Greenville Hospital

- North Greenville Hospital – Long Term Acute Care: A long term acute care hospital for those patients

requiring more than an 18-day hospital stay, and an emergency department (45 beds); and

- Patewood Medical Campus – Inpatient elective hospital, outpatient surgery center, primary care offices, Children’s Hospital Outpatient Center.

Bon Secours St. Francis:

St. Francis was founded in 1932, and is a private, not for profit health system. Within the St. Francis Hospital System there are 2132 employees and a total of 319 hospital beds.

St. Francis facilities include:

- St. Francis Downtown – This 245-bed, all-private-room facility is located near downtown Greenville and offers patients a complete range of comprehensive surgical and diagnostic services, including open-heart surgeries, neurosurgery, bone marrow transplantation, orthopedics and a 24-hour Emergency department;



Bon Secours St. Francis Downtown

- St. Francis Outpatient Center– Located on the campus of St. Francis Downtown, the Outpatient Center offers a minimally invasive surgery center, MiniSurgery at St. Francis™, which provides a variety of outpatient surgical specialties;
- St. Francis Eastside – Located on Greenville’s eastside, formerly

named St. Francis Women's & Family Hospital, this 93-bed facility provides extensive care, including obstetrics and gynecology, orthopedics, imaging and radiology services, and general medical, surgical and critical care. This facility also features a Neonatal Care Unit, which offers 24/7 coverage by a board-certified neonatologist. Access to 24-hour emergency room and fast-track emergency services is also available;

- St. Francis Millennium – This is a proposed hospital that will focus its approach on holistic healing. The plans for the environmentally-friendly 230,500 square foot complex located on Greenville's Millennium Campus would include 52 beds, 10 operating rooms, an emergency department, and imaging, lab and diagnostic services; and



St. Francis Millennium

- St. Francis Institute for Chronic Health – Located at St. Francis Millennium, the Institute focuses on identifying personal health risks, minimizing those risks and coordinating care for persons with chronic disease, such as diabetes, heart, vascular, lung and metabolic disorders.

Police Protection

The Greenville County Sheriff's Office

provides police protection and public safety to the unincorporated areas of Greenville County.



Greenville County Detention Center

In 2006, the county reported 2,262 incidents of violent crime, an average of one incident per 184 residents. Greenville County is the most populous county in South Carolina, and has the fourth highest crime rate in the state.

Including municipalities, there are 757 sworn officers in the county, or 1.8 officers per 1,000 residents.

Local Recreational Facilities

Active recreation areas are developed for a higher level of public use such as organized sports and other intense recreation. These include ball fields and game courts, playgrounds, shelters,



Discovery Island Water Park

and support facilities typically found in local County and City parks. Greenville County parks provide 3.41 acres of active recreation lands total per 1,000 residents. Most local municipalities meet or exceed the national standard of 6.25 acres per 1,000 residents:

Greenville City—6.2

Simpsonville—9.5

Greer—12.4

Mauldin—2.7

Fountain Inn—7.8

Traveler's Rest—4.0

Greenville County Recreation District
acres—3.41

Source: Greenville County Planning Department



Tour of Lake Conestee Nature Park

Education

In Greenville County in 2007, 25% of the total population were children enrolled in school with 16% of the total population enrolled in public and charter schools and 9% of the total population enrolled in private schools (or other school services).

The Greenville County School District spent \$7,163 per student in 2007.

By 2020, the district is expected to add over 9,000 students. At this rate more than \$64 million in total funding will be needed to accommodate the additional children.

In 2008, the student-teacher ratio was 22:1

By 2020, more than 400 new teachers will be needed in order to maintain the same student-teacher ratio.

Educational Facilities

Public Schools

In 2008, there were 90 total public schools in the Greenville County School District.

Based on enrollment projections, by 2020 Greenville County will need to add 7 new schools and make additions or renovations to 18 schools.

Total funding from 2009 to 2019



Hollis Academy

including current schools, future schools, and condition assessments is estimated at over \$113 million.

Institutions of Higher Learning

There are twelve institutions of higher learning in Greenville County. The table below provides the name and type of each school.

Name of School	Type of School	Location	Founded
Bob Jones University	4-year, private	Greenville	1927
ECPI College of Technology	2-year, private	Greenville	2000
Furman University	4-year, private	Greenville	1826
Greenville Presbyterian Theological Seminary	Seminary	Taylors	1987
Greenville Technical College	2-year, public	Multiple	1962
ITT Technical Institute	Specialized	Greenville	
Limestone College (satellite)	Evening, private	Greenville	1845
North Greenville University	4-year, private	Tigerville	1892
Strayer University	4-year, private	Greenville	2004
University Center of Greenville			
Clemson, Furman, Lander, MUSC, USC, South Carolina State, USC	4-year, private & public	Greenville	1987
Upstate			
University of South Carolina			
Upstate (satellite)	2-year, public	Greenville	1967
Webster University	Private, graduate	Greenville	1993



Greenville Technical College

Libraries

The Greenville County Library System has eleven branches located throughout Greenville County. This translates to one library for every 38,931 residents.



Greenville County Library main branch located in downtown Greenville

HOUSING

The housing element considers location,

types, age, and condition of housing, owner and renter occupancy, and affordability of housing.

The number of housing units in Greenville County increased 16.72 percent between 2000 and 2008. During the same time period, the county's population grew by 15.4 percent.

In 2008, 10.5 percent of housing units in Greenville County were vacant. This represents 19,968 vacant housing units. Greenville County's vacancy rate is lower than both the state rate, which is 17.2 percent, and the national rate, which is 12.4 percent.

Between 2000 and 2008, the median home sale price in the county increased by 29.25 percent. During the same time period, median income in the county increased by nine percent.

Between 2000 and 2008, the median home value in Greenville County rose 59.9 percent. During the same period, the median value in the United States rose 59.1 percent.

During the first quarter of 2008, the Greenville-Spartanburg-Anderson Metropolitan Statistical Area (MSA) had one foreclosure for every 693 homes. The U.S. average is one foreclosure for every 194 homes, which is 257 percent higher than the local rate. The nation's highest foreclosure rate during this same period was seen in the Stockton, California area, which had one foreclosure for every 30 homes.

Between 2000 and 2008, there were 617 preliminary subdivisions proposed for Greenville County, which included a total of 37,073 lots.

Sources: Claritas, Inc., Greenville County Planning Department, U.S. Census Bureau, Zillow.com

LAND USE

The land use element considers existing and future land use by categories, including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped.

It is estimated that between 18 and 25 percent of the total land in Greenville County has been developed with an additional 21 percent of the land cleared for agricultural use or for future development.

As of 2008 there were approximately 38,098 multi-family housing units in Greenville County. This accounts for traditional apartments, condominiums and townhomes, income dependent housing, and elderly housing. This number represents about 21 percent of the overall residential housing units in Greenville County.



Former Monghan Mill was converted into multi-family housing

With more than 144,000 units, single-family housing represents the major land use type in developed areas of Greenville County. Suburban-sized lots make up the vast majority of single-family housing land uses, with lot sizes ranging from 0.16 to 1 acre representing 69.84 percent of the total. Slightly less than 13 percent of the total lots represent a more typical urban residential development of 6 units

per acre or more. The overall average residential lot size in Greenville County is 0.88 acres while the median lot size is 0.59 acres.



A single-family home in Acadia, Greenville's largest neo-traditional development

Density	% of Existing Single-Family Residential Units
More than 20 acres per unit	0.25%
3-20 acres per unit	5.60%
1-3 acres per unit	11.38%
1-3 units per acre	38.12%
3-6 units per acre	31.72%
More than 6 units per acre	12.94%

Source: Greenville County Planning Department

As of July 1, 2008, the U.S. Census Bureau estimates 19,968 vacant residential units in Greenville County and at least 450 vacant properties with former commercial and industrial uses. Most of these are located in the urban core and in close proximity to municipal downtowns.

Land uses in Greenville County are predominantly separated. Commercial uses are typically located along major routes with residential uses in between and in wide swaths. Less than 2 percent of the County is zoned for any type of planned development, one of the only districts to allow for mixed use development.

Sources: 2008 ACOG Multi-Family Housing Survey, SCDNR GAP analysis data, USDA Natural Resource Conservation Service, Greenville County Tax Assessor, U.S. Census Bureau, Greenville County Planning Department

TRANSPORTATION

The transportation element considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network.

Greenlink is Greenville's public transit system operated by the City of Greenville. Greenlink offers 11 fixed routes to destinations in the county, and all buses



Greenlink public transportation

are wheelchair accessible and feature bike racks. The Greenlink fare is currently \$1.25 per adult.

The transit system had 718,068 riders in 2008, down from 839,840 in 2007. This decrease is attributed to a reduction in routes that took place during 2007.

Commuting Patterns

Of the Greenville County residents who are employed, 55 percent spend 10 to 24 minutes commuting to work. Just under three percent of working residents spend more than an hour commuting to work.

TRAVEL TIME TO WORK	
Time	Percentage
Less than 10 minutes	13.30%
10 to 14 minutes	15.30%
15 to 19 minutes	21.30%
20 to 24 minutes	18.90%
25 to 29 minutes	7.00%
30 to 34 minutes	13.00%
35 to 44 minutes	4.30%
45 to 59 minutes	4.00%
60 or more minutes	2.80%
Mean travel time to work (minutes)	21

Source: U.S. Census Bureau

According to the SC Employment Security Commission, nearly 53,000 workers commute into Greenville County from surrounding counties each day, while about 19,000 Greenville County residents commute to other counties for work.

Top 5 In-Commuting Counties	
County	Number In-Commuting
Pickens	15,095
Spartanburg	14,586
Anderson	13,766
Laurens	8,046
Oconee	1,442
Total	52,935

Top 5 Out-Commuting Counties	
County	Number Out-Commuting
Spartanburg	11,205
Anderson	3,367
Pickens	2,566
Laurens	1,613
Oconee	396
Total	19,147

Source: U.S. Census Bureau



Congestion on Pleasantburg Drive.

DRAFT



chapter **2** **CITIZEN PARTICIPATION**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.

PROCESS FOR GAINING CITIZEN INPUT

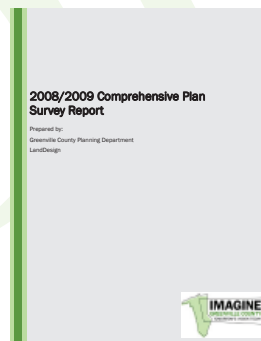
One of the primary objectives of the planning process directed by County Council, and the County Planning Commission was to provide multiple opportunities for the citizens of Greenville County to participate in the creation of Greenville County's comprehensive vision (plan).

The planning staff organized and hosted numerous community meetings, planning events, school outreach programs, and interactive workshops that provided citizens with the opportunity to offer input. Input was collected from surveys, committee reports, ideas noted in the "Green Room," and from those who logged onto the Imagine Greenville County website. It is estimated that the citizens of Greenville County volunteered more than 5,290 hours during the planning process.

PUBLIC PARTICIPATION AND OUTREACH

SURVEY SAYS...

Citizen input was of utmost importance during the comprehensive planning process. One of the most effective ways to gain that input was through the use of surveys. Working with a consulting firm, staff developed two different surveys. The first was a detailed survey that covered a range of topics related to the comprehensive vision for the County, as well as issues facing the county as it prepares for future growth and development. The second survey was an abbreviated, one-page survey asking citizens to rate their level of satisfaction on a range of topics.



Comprehensive Plan survey report

To ensure broad-based citizen input, randomly selected homes in Greenville County received a copy of the detailed survey via mail in the fall of 2008. The survey provided a statistically valid sampling of these households. The results offer an accurate portrait of current conditions in Greenville County, and highlight issues and opportunities that

need to be addressed in the updating of the comprehensive plan.

This detailed survey was also made available online, at community meetings, and at various locations throughout Greenville County Square. The short version of the survey was available at high school football games throughout the county in the fall of 2008 and at various meetings across the county. The responses to all surveys were tabulated, reviewed, and utilized to aid in the formulation goals, objectives and the development of the Future Land Use Map.

KICK OFF MEETING

More than 140 citizens attended the official kick-off meeting of Greenville County's comprehensive vision during two sessions conducted on March 13, 2008 at the Carolina First Center. The public came to learn about the visioning process and to understand how their involvement would be critical to the success of completing the vision. Members of County Council and the Greenville County Planning Commission were present to welcome and meet with citizens.

Meeting attendees also were given the opportunity to:

- build their own city block
- participate in a visual preference survey
- review recent development trends
- share issues and concerns with County staff
- sign up for citizen committees to help develop the plan



Kick-off meeting at the Carolina First Center

COMMUNITY MEETINGS

During the spring of 2008, citizens participated in meetings conducted across the county. Typically held at public high schools, each meeting featured a discussion of the purpose of the comprehensive vision effort, followed by a schedule of upcoming events. The primary focus of these meetings was to gather comments, concerns and suggestions from residents. The following is a list of meeting dates and locations along with attendance and important issues identified.

Date	Location	Attendees	Issues
3/25/2008	Blue Ridge High School	50	Water resources protection and private property rights
4/3/2008	Eastside High School	25	Water resources management and impact fees
4/7/2008	Mauldin High School	20	Pedestrian/bicycle access and sustainable development
4/8/2008	Berea High School	65	Improved infrastructure and revitalization
4/10/2008	Carolina Academy	20	Crime prevention and economic development
4/17/2008	Hillcrest High School	20	Impact fees and pedestrian friendly development
4/22/2008	Travelers Rest High School	55	No large-scale development in northern Greenville County and reuse of vacant commercial structures
4/24/2008	Woodmont High School	45	Impact fees and more infrastructure
5/13/2008	Greenville County Square	25	Bicycle/pedestrian trail connectivity and reuse of vacant commercial structures

In the spring of 2009, two additional community meetings were held to give the public a status report of the direction of the plan. These two meetings were held at Blue Ridge High School (45 people) and County Square (25 people).

CITIZEN COMMITTEE MEETINGS

During the summer months of 2008 (June through September) six volunteer citizen committees were aligned with each element of the comprehensive vision outline below. Each committee met to discuss issues and identify goals for each element.

- Community Facilities
- Cultural Resources
- Economic Development
- Housing
- Land Use and Transportation
- Natural Resources

Each citizen committee utilized a “classroom approach” to educate and familiarize themselves with the specific plan element. A total of 115 citizens met a total of 44 times over the summer to accomplish this work.

Community Facilities	Economic Development	Housing	Land Use and Transportation	Natural Resources	Cultural Resources
Curtis Askew	Chris Bailey	Gena Allen	Bill Berg	Gareth Ables	Peggy B. Baxter
Jeannie Croxton	Richard Beeks	Jeanne Blakely	Angie Blakely	Bill Burtless	Harry Bolick
Clay Driggers	Bern DuPree	Joe Blakely	Randy Britton	David Duncan	Kirbie Crowe
Jim Dugan	Megan Grandy	James (Chip) Broome	Nigel Darrington	Martha Gambrell	Jennifer Furrow
Nancy Fitzer	Paul L. Guy	Dennis Chou	Emmett (Mett) Davis	Laura Garrett	Albert B. Futrell
Frank Hammond	Kevin Hyslop	Neal Conway	Pat Dilger	Dan Gerst	Jo Hackl
Mary Lou Jones	Charles Jones	Don Deegan	Buddy Dyer	Grace Hargis	Eric Hedrick
Jackie Jones	Dave MacNamara	Susan Douglas	Tresa Lyle	Jack Kellems	Gwendolyn Hicks
Eugene (Gene) McCall	Jamie McCutcheon	John F. Flanagan	Karen Nionquit	Dan Livingston	Joy Hoskins
Corey McDowell	Edward (Ed) Pires	Colin Hagan	Rick Quinn	Frank Mansbach	Andrew Kent
W.H. Moore	Erna Prickett	Robert Hanley	Darrell Reese	Renee Middleton	Stephanie Knobel
Ron Plemmons	Brian Reed	Linda J. Hood	Rick Rockwood	Katherine Monteith	Barry Matthews
Helen Pulsifer	James Roberson	Debbie Keesee	Jeffrey Skeris	Paul Ramsey	Robert (Bob) Moran
Blake Roberts	Mike Sease	Mike Newman	Heather Stone	Tom Rogers	Heather Nix
George Shackel	Bucky Tarleton	Towers Rice	Brenda Tallman	Donna Tripp	Rick Owens
Becky Willett	Tamara Thompson	Sandra Rogers	Scott Thomason		Marcia Robertson
Jet Willey	Eric Thompson	Steven Shiffler	John Tynan		Randy Shamburger
Robert Wood	Jennifer Wood	Josh Thomas	Bonnie Wallin		Steve Shaw
Simpson Yates	Jan Williams	Todd Usher	Todd Ward		Coleman Shouse
	John T. Wood		Jake Way		Pat Stewart
			Brian Weninger		Jack Stewart
			Kim Williams		Robert (Butch) Taylor

STAKEHOLDER MEETINGS

Stakeholders, defined as organizations that have some influence or impact on development, were an integral part of the visioning process. They contributed a wealth of information throughout the process. Meetings were conducted with the stakeholders in order to obtain feedback regarding the goals developed by the citizen committees.

- November 5, 2008 - Greenville Residents Coalition – 20 people
- November 14, 2008 – Greenville County Taxpayers Association – 3 people
- December 3, 2008 – Greater Greenville Association of Realtors – 50 people
- December 11, 2008 – Greater Greenville Homebuilders Association – 25 people

GREENVILLE COUNTY HIGH SCHOOL FOOTBALL GAMES

In the fall of 2008 the Planning Department staff, with the assistance of various County Councilors and their spouses, attended seven Friday night high school football games. Football fans were encouraged to complete the abbreviated version of the citizen survey. Nearly 500 people filled out surveys and talked with the planning staff regarding the comprehensive vision for Greenville County.



Planning Staff and County Council Chairman distribute surveys at a Woodmont High School football game

The following is a list of several stakeholder meetings:

- October 23, 2008 – Health, Education, and Public Safety officials – 15 people
- October 23, 2008 – County Public Works departments – 10 people
- October 27, 2008 – Public Infrastructure Providers – 10 people

CIVIC GROUP PRESENTATIONS

Throughout the course of the planning process, County staff made presentations to the public about the comprehensive vision.

These presentations included:

- First Monday Club
- Greenville Association of Real Estate Appraisers

- Mauldin Rotary Club
- Greenville Republican Women's Association
- Cherrydale Area Business Council
- Greenville Chapter of the American Institute of Architects
- Greenville Homebuilder's Association
- Greenville Realtor's Association
- Greenville Resident's Coalition
- Upstate Forever



Students receiving awards for their essays.

YOUTH IMAGINING GREENVILLE COUNTY

The comprehensive vision was taken to groups of second- and sixth-graders at the Sterling Academy. The exercise provided an opportunity for the students to gain insight on the vision for Greenville County over the coming years.

The second-graders were asked to draw two pictures: one of their favorite places in the County and one of their least favorite places in the county. The responses were telling. The sixth graders were asked to write a short essay to accompany their drawing of how they imagined Greenville in the next 10 years. The student's perceptions were both thoughtful and perceptive. See Appendix ___ for the winning essays and pictures.

COMPREHENSIVE PLAN AMBASSADORS

Each County Councilor provided the name of a person in their district to act as a liaison for the county vision. These Ambassadors were charged with communicating on a grassroots level to their neighbors and friends. The Ambassadors met numerous times, distributed surveys, attended events, and encouraged others in their districts to participate in the planning process. Additionally, they set up speaking engagements for staff with civic organizations across the county. The Ambassadors' input and connections in the community contributed to a broader range of public participation.

STEERING COMMITTEE MEETINGS

The Comprehensive Plan Steering Committee was created to provide guidance to staff and to ensure that the planning process adhered to its schedule. The Steering Committee was comprised of members of County Council, County Planning Commission, the County Administrator and senior staff. From February 2008 through June 2009, the Steering Committee met 12 times.



Steering Committee members discuss the Future Land Use Map developed by the Planning Staff.

THE “GREEN ROOM”

The “Green Room”, located in County Square, served to help increase public outreach and education about the comprehensive plan visioning process. The room featured maps and other inventory data, results from surveys, community meetings, and various other exercises. The information in the room was updated on a daily basis as the plan progressed and allowed for drop-in visits from citizens interested in learning more about the Imagine Greenville process.



The Citizen Committees met in the Green Room to discuss the goals of the Comprehensive Plan.



Fountain Inn
the Inn place to be



Get in Your Element



COORDINATION WITH OTHER LOCAL GOVERNMENTS AND PUBLIC SERVICE AGENCIES

LOCAL GOVERNMENTS

It was important for the update of the county's comprehensive vision to be coordinated with the planning efforts of other local governments and agencies. With the exception of the City of Travelers Rest, all municipalities within Greenville County were simultaneously updating their comprehensive plans. The Greenville County Planning Department worked closely with the staff of these municipalities to better understand the visions within the county. This coordination was critical for establishing land use consistency between county and municipal comprehensive plans.



County and Municipal officials share their thoughts on the future of Greenville County

- County and affected municipalities;
- identify the best future land use patterns surrounding each of the municipalities;
- identify any joint resolutions or other means of cooperation in support of the recommended future land uses; and
- serve as an amendment to each comprehensive plan and could then be adopted by County Council and the governing body of each municipality

On a regional basis, Greenville County staff was in communication with the planning staff of both Anderson and Spartanburg counties. Anderson County recently updated its comprehensive plan and Spartanburg County was in the process of updating its plan.

PUBLIC SERVICE AGENCIES

The Greenville Pickens Area Transportation Study (GPATS) Long-Range Transportation Plan was completed and adopted in 2007, and Greenville County staff participated in the planning process. The proposed transportation improvements in the GPATS plan were utilized in projecting future land use development patterns for the Imagine Greenville County process.



Since each municipality was on a different timeline, Greenville County staff and staff of the local municipalities agreed to formulate a "Coordination Element" to be acted upon after all comprehensive plans have been adopted. Conceptually, this element will:

- be prepared jointly by Greenville



future growth should occur. A summary of this exercise is found in Appendix _____. The Reality Check exercise was similar to the “One County, One Future” exercise conducted as part of Imagine Greenville County. A common theme identified in both exercises was the citizen interest to promote development within the urban

Planning for the expansion of our utilities infrastructure is critical in guiding future growth. During 2008, County staff participated in the long-range planning process for both the Greenville Water System and Renewable Water Resources (ReWa). The information shared at these meetings facilitated improved coordination between the utility providers. Planning Staff integrated the results of the utility infrastructure planning processes with information provided by the Greenville County Schools long range facilities plan to form the basis of analysis for the proposed Priority Investment Areas.



The Urban Land Institute hosted a visioning exercise for the Upstate.

areas of the county by supporting more compact development.



REALITY CHECK

In April 2009, the Urban Land Institute hosted a 10-county Reality Check visioning exercise. This process allowed participants to identify places across the ten-county Upstate region where they felt

11 ISSUES IDENTIFIED AS MOST IMPORTANT

Citizens were asked to voice their concerns and identified the issues they felt needed to be addressed by the Imagine Greenville County process. The citizen comments were reviewed and the most frequently mentioned issues identified.

The 11 issues most frequently identified are outlined below, in alphabetical order. These issues were also utilized by the volunteer citizen committees to further define goals for each Element, ultimately impacting the design of the Future Land Use map.

BETTER REGULATION OPTIONS

"We would like to see several changes in commercial zoning such as consistent setbacks, coordinated architecture and better building materials, fewer box stores (and some kind of ordinance on abandoning big box stores or unkempt property), a required amount of landscaping especially along the road and in parking lots, pedestrian areas, low-level lighting, and more appropriately sized signage" -Survey Quote

Citizens suggested that the county review the existing zoning ordinance and land development regulations and make amendments to them to better address the concerns, or develop other land use control alternatives. Citizens also suggested that the unzoned areas of the county be left unzoned and expressed concern over the perception of the infringement of private property rights in the unzoned areas of the county.

ECONOMIC DEVELOPMENT

"Economic development must be coordinated with education, workforce development, transportation, and wages that provide financial stability." -Survey Quote

"Greenville is attracting a lot of big business knocking out community-based, family-owned businesses. This is not necessarily good. Greenville needs to use discretion when attracting businesses to the area." -Survey Quote

Greenville County serves to fuel the economic engine of both the Upstate region and the State of South Carolina, creating employment and industry growth in a variety of sectors. Citizens expressed concern about the county's ability to maintain that position. Citizens' feedback on economic development covered a range of themes including:

- concentrate economic development efforts in underserved areas of the county;
- encourage small business development;
- recruit businesses that are both environmentally and economically sustainable
- ensure that County land use policies and regulations support and accommodate economic development.

FUNDING FOR REQUIRED INFRASTRUCTURE

“[There is] not enough infrastructure to cope with growth.” –Survey Quote

Citizens supported the investigation of ways to coordinate funding for the costs of infrastructure in order to provide balanced services and community facilities throughout the county.

INFILL DEVELOPMENT

“People need to use vacated buildings before constructing new buildings and cluttering up the landscape.” –Survey Quote

Citizens were aware that vacant or underutilized properties exist in the urbanized areas of the county. Citizens suggested that the county comprehensive vision encourage infill development and reuse of underutilized properties. Both infill development and reuse of existing properties can result in the utilization of existing public facilities and infrastructure capacity with minimal investment in new facilities and infrastructure to accommodate growth.

MIXED-USE DEVELOPMENT

“[I would like to see] village-like developments where people can walk or bike to local shops near home.” –Survey Quote

“[Focus on] increasing neighborhood centers that include essential shopping, recreation and green spaces.” –Survey Quote

Citizens expressed that less travel time is an important quality of life issue. Citizens suggested that the county vision should promote development of residential communities that are in close proximity to shopping, recreation, jobs, and educational opportunities in order to reduce traffic volumes and travel

time. Citizens also noted that the design, scale, accessibility, and appearance of both residential and nonresidential areas should be compatible.

NATURAL RESOURCE PROTECTION

“I would like to see more care and preservation for our natural resources, more importance placed on our farms and country areas – not let the growth overtake these areas.” –Survey Quote

Citizens noted that Greenville County has desirable natural areas including mountainous areas, pasturelands, lakes, rivers, and unique animal and plant habitats. Citizens suggested that these assets should be preserved and protected through sustainable development practices.

PRIVATE PROPERTY RIGHTS

“[Greenville should be] a place where individual rights are respected and property rights are not taken away.” –Survey Quote

Citizens made numerous comments regarding the importance of private property rights. The fact that this fundamental right should be acknowledged and protected was a common theme in the citizen feedback. The feedback confirmed that the perspectives vary between the urbanized areas of the county and the rural areas. In urban areas, the issue is closely aligned with protection against incompatible property uses, while in rural areas the issue is more closely related to property owners having unrestricted land use options.

REUSE OF VACANT BUILDINGS

“Re-use vacant big box lots rather than build on virgin land.” –Survey Quote

Citizens commented on daily reminders of the vacant “big-box” commercial buildings, as well as vacant buildings found in smaller commercial centers located along some of the county’s highways. Citizens expressed that the county vision should encourage work to identify incentives for reuse of these existing buildings.

“Bike paths and sidewalks might allow folks to stop being so dependent on cars. Public transit would also help.” –Survey Quote

Numerous citizens commented that the county needs to have more options for travel from one place to the next. Suggestions included pedestrian facilities such as sidewalks and trails, bicycle routes, and access to mass transportation.

SUSTAINABLE DEVELOPMENT

“[We need] preservation of the green in Greenville County. Require strict management of natural resources (trees, wild lands, etc.) in new developments... Hopefully, Greenville will still be a beautiful, healthy place for future generations.” – Survey Quote

“Sustainable development” describes an approach to development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Citizens often voiced concern that current development does not follow this ideal, citing instances of urban sprawl, congested highway corridors, and urban blight as problems that lead to an unsustainable environment by wasting resources, exhausting infrastructure, and destroying the character of an area.

TRANSPORTATION OPTIONS

“I would love to see a dependable, widespread public transportation system in place. The current bus system doesn’t go anywhere near where I live or work, so I am unable to utilize it. Also, there aren’t many sidewalks in my area so I don’t feel safe walking to nearby stores and restaurants.” –Survey Quote



2

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.

CITIZEN IDENTIFIED GOALS

GOALS FOR EACH ELEMENT

Citizen committees were organized around the elements as described in Chapter One. Using the 11 issues identified as most important, the committees were charged with developing a list of goals and objectives to address the elements required in the comprehensive plan.

The groups were asked to think critically about their topic and encouraged to complete their own research in addition to the supplied citizen feedback and county data. The committees spent four months conducting field trips and research, completing worksheets, and participating in group meetings. This hands-on approach, similar to that of an educational workshop, was an effective method for creating shared perspectives and a more “level playing field” for debates and decision-making.



Citizen committee members voted on their favorite goals

The summary below includes a brief explanation of each committee's findings along with the committee's goals for addressing the issues identified.

Additionally, in Appendix ___, goals with objectives are listed in table form. This table includes the goal, suggested activity, possible participants in the process, timeline, and a priority rating.

**ECONOMIC DEVELOPMENT
CITIZEN COMMITTEE GOALS**

The **ECONOMIC DEVELOPMENT** element committee stated the need for more direct action from the County with regard to the local economy. The committee suggested that investments (by way of policy and administration) should be made to develop a more sustainable market that realizes its full potential, reduces lost opportunities, and provides strong support to the many businesses and industries that rely on the County for quality service.

- Promote a vibrant, sustainable economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas of Greenville County.

NATURAL RESOURCES CITIZEN COMMITTEE GOALS

The fundamental conclusion of the **NATURAL RESOURCES** committee was that measures should be taken to protect the most valuable and vulnerable resources in Greenville County. Included in these resources are air quality, natural habitat, water, trees, and agriculture. The committee more specifically noted that the intent of this element was to provide solutions to a variety of issues that stretch beyond typical regulation—providing, instead, the much-needed incentives and rewards for responsible action rather than simple baseline requirements for compliance.

- Become a national innovator in promoting healthy, sustainable ecosystems and conservation of resources.
- Maintain and improve all aspects of the county's air quality.
- Ensure a continuing supply of clean drinking water and the improvement of our natural water bodies.
- Preserve the character and heritage of rural and agricultural areas.
- Promote the preservation and enhancement of open space, recreational resources, view sheds and tree canopy.
- Protect and maintain a diversity of all species and habitat types.

CULTURAL RESOURCES CITIZEN COMMITTEE GOALS

The central message conveyed by the **CULTURAL RESOURCES** committee was that the county's needs and potential for its cultural resources outstretch the current capacity. The committee also identified a need for central coordination among the various independent groups that provide stewardship to these cultural resources.

- Increase the awareness, importance, marketability, and accessibility of our Cultural Resources to all residents of, and visitors to, Greenville County.

COMMUNITY FACILITIES CITIZEN COMMITTEE GOALS

The core message from the **COMMUNITY FACILITIES** committee was that solutions should be developed to meet the future infrastructure needs of the county. These solutions should provide better coordination, efficiency, sustainable practices, transparency, and adequate tools for implementation. The committee noted that these solutions should provide a more equitable distribution of the costs of public service to current and future residents.

- Ensure public facilities and services are provided in a coordinated, efficient, and cost-effective manner that supports future land use planning objectives.
- Ensure that community facilities and the services they provide are available to meet the future needs of county residents.
- Ensure that processes surrounding community facilities planning are transparent and governed by the interests of all members of the Greenville community.
- Ensure that the location, development, and operation of community facilities, including buildings, vehicles, and other equipment, are accomplished in a safe, sustainable, and environmentally responsible manner.

HOUSING CITIZEN COMMITTEE GOALS

The common theme conveyed by the **HOUSING** committee was that action should be taken to provide a more sustainable, equitable, affordable, and

varied stock of housing within the county. The committee felt that efforts should be made to provide greater benefits to residents that extend beyond basic shelter and that amenities such as transportation and open space should be incorporated in all new housing developments.

- Stimulate sustainable residential development.
- Promote residential infill development.
- Provide a range of housing options to meet the diverse needs of families and individuals in Greenville County.
- Improve the transportation options to better serve our communities.

Greenville County's current and future residents.

- Require new developments to pay more of the cost to provide new roads, infrastructure, community facilities, and services.
- Promote regional planning.

LAND USE AND TRANSPORTATION CITIZEN COMMITTEE GOALS

The **LAND USE AND TRANSPORTATION** committee identified an essential need for significant change in the methods and approaches to land use and transportation planning conducted by the County. They noted that a new approach should include strong public awareness and education campaigns, sustainability measures, multimodal options, as well as better tools for implementation and enforcement.

- Develop an integrated transportation system that ensures accessibility, safe and efficient movement, and connectivity through all parts of the county and accommodates a range of transportation choices such as public, pedestrian, bicycle, and vehicular. This includes a "Complete Streets" initiative in the urban areas of the county.
- Implement sustainable growth and efficient use of land through coordinated, quality development, redevelopment, protection of natural and agricultural areas, and an overall more transit-oriented land use pattern in order to ensure quality of life for



chapter **3** **MAPPING OUR FUTURE**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.



3

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.

ONE COUNTY, ONE FUTURE: CITIZENS MAP THE FUTURE OF GREENVILLE

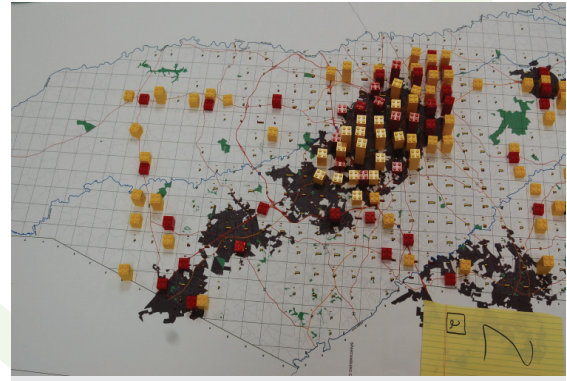
With goals and objectives in hand, the next community step in the comprehensive planning process was to embark on a visioning exercise which assisted in “imagining” an actual map of Greenville County. The map was constructed using two criteria:

1. Allocate the anticipated commercial and residential growth in Greenville County over the next 10 years.
2. Utilize the five priority principles for growth identified by citizens:
 - Efficient use of existing infrastructure;
 - Even mix of use;
 - Urban development to preserve open space;
 - Protect water and air quality; and
 - Develop and integrate a transportation system.



Citizens mapped how they anticipated growth to occur in the county

The objective for this exercise was to visualize how the anticipated growth in Greenville County could occur in alignment with the five growth principles



An example of one of the maps created by Greenville County citizens

identified as the highest priority. For example, in the Natural Resources section of goals and objectives in Chapter 2, specific statements such as “promote the preservation and enhancement of open space...” are listed, but it does not indicate where such open space should occur. Another example in the Housing section states “promote residential infill development,” but again omits any specific application. By use of this visioning exercise, potential options for these goals were visualized.

The visioning process took place in the second half of 2008 with two large, countywide, multijurisdictional meetings. The first meeting was held at the Carolina First Expo Center and a second in southern Greenville County. Both meetings were well-attended with nearly 300 participants overall, including municipal mayors, citizens, County Council members, volunteer committee members, appointed officials, and industry stakeholders.

At these meetings, groups of participants were asked to allocate the growth that is projected in the county by the year 2030 (40,000 new households and 44 million square feet of nonresidential space). The projected growth was represented by red and yellow blocks, which participants placed on a county map indicating where they determined growth would be most appropriate.

Each group distributed the “blocks” of anticipated growth utilizing the five principles for growth derived from the goals and objectives section which represented the citizen committees’ most highly prioritized goals:

- Efficient use of existing infrastructure
- Even mix of uses
- Urban development to preserve open space
- Protect water and air quality
- Develop and integrate a transportation system



The first One County One Future meeting held at the Carolina First Center

Organized into groups of 10 people or less, the participants worked within this community “team” to “imagine” the future Greenville County. A total of twenty different maps were created, representing a wide variety of growth scenarios. Planning staff members recorded the results of each map and analyzed the patterns in preparation for the next step in the process.

MOVING FORWARD: CITIZENS CHOOSE THE MAP THAT BEST REPRESENTS THE 5 PRINCIPALS FOR GROWTH

From the initial twenty maps constructed by the citizens participating in the “One County, One Future” meetings, Greenville County Planning department utilized a computer modeling software program to select three maps which best accommodated the anticipated growth while adhering to the 5 priority principles for growth identified by the citizen committees.



Electronic device used by citizens to vote on their favorite map

To assist the computer model, an overall development suitability map was created for Greenville County to show which lands could most efficiently handle new development. Measurable criteria for each of the principals were also programmed into the computer model using formulas which included quantifiable criteria.

Each of these quantifiable criteria was selected based on the assumption that they would have a net positive or negative impact on the feasibility and

cost effectiveness of new development. For instance, roads with high traffic levels of service would be more likely to accommodate additional traffic.

Criteria:

- Traffic – Level of service roads (A-C), level of service roads (D-F);
- Available Land – Vacant land, land suitable for redevelopment;
- Development Constraints – Percentage built out, severe slope, floodplain, protected lands; and
- Proximity to Facilities – Available sewer, schools, libraries, parks, sidewalks

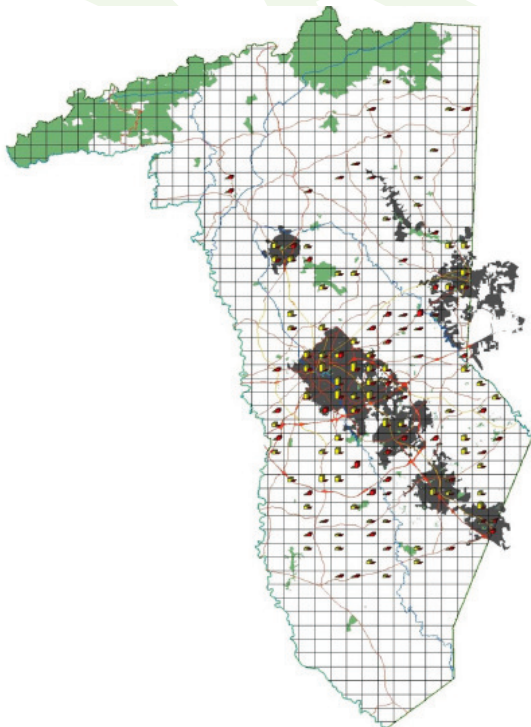
The result of this computer model is the Suitability Map showing the cost-effective areas for development. The green squares indicate locations that are most suitable for development. These areas have the capacity, infrastructure, and natural conditions that are more conducive to growth and development. The red squares are less appropriate for development as these areas contain sensitive environments, inadequate infrastructure, and are typically far-removed from important amenities.

Once the Suitability Map was developed, each of the 20 maps were then scored by the multi-layer computer model combining the location of new development (blocks) and intensity of development (number of blocks) on each map. From these scores came the three “highest suitability” maps, each with a unique development pattern.

County participants were invited back to review the three maps that most closely represented their design principals. This public meeting was entitled “Moving Forward” and was held in Council Chambers in January of 2009. Using electronic voting devices citizens recorded their preferences as to which pattern they felt would best fulfill the other important principles of growth in the County. One map emerged as most representative of the collective vision of the group.

The three maps reviewed at the Moving Forward meeting are described on the following pages and the final choice is discussed in more detail on page fifty-three. The map chosen by the citizens best representing their vision for future growth in Greenville County is the literal and physical expression of this comprehensive vision’s goals and objectives. This map also served as the foundation for the Future Land Use map shown in Chapter Four. Below are the different maps which were considered:

Map A

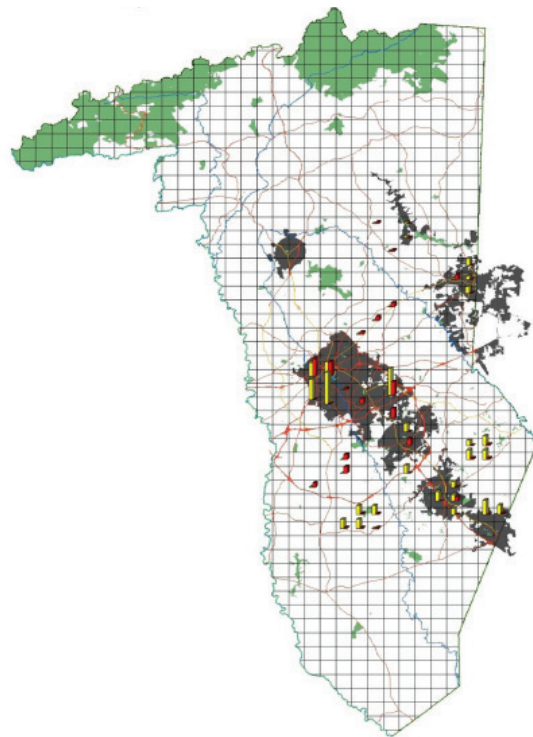


MAP A

Low Density, Spread Widely (Dispersed)

Characteristics of A: The map most effectively developed vacant properties and also represented the most development in constrained areas.

Map B



MAP B

High Density, Very Compact

Map B illustrated development within areas of adequate facilities (i.e. sewer, water, schools). The development illustrated in this map is very compact and also located within the existing urban areas such as the City of Greenville. However, this map also scored the lowest in its ability to develop current vacant properties. This was due largely to the compact nature of the map’s pattern. With so much development occupying so little space, there were many vacant properties outside the area that remain

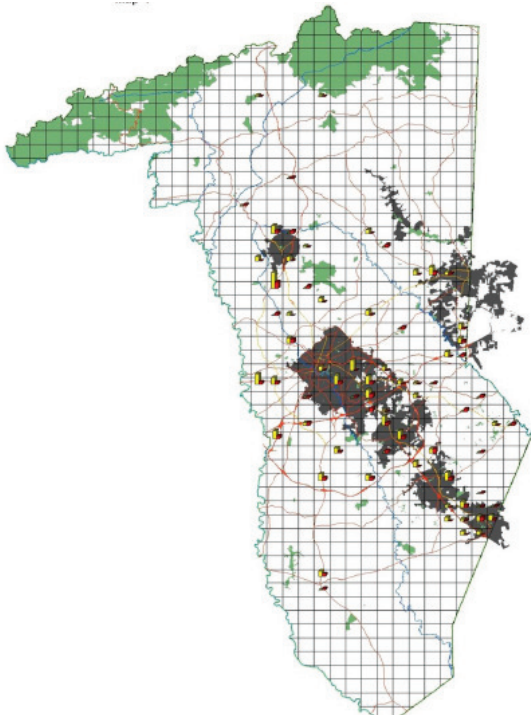
undeveloped. For a larger version of this map, see Appendix D.

MAP C

Medium Density, Somewhat Compact (Corridor & Rural Village)

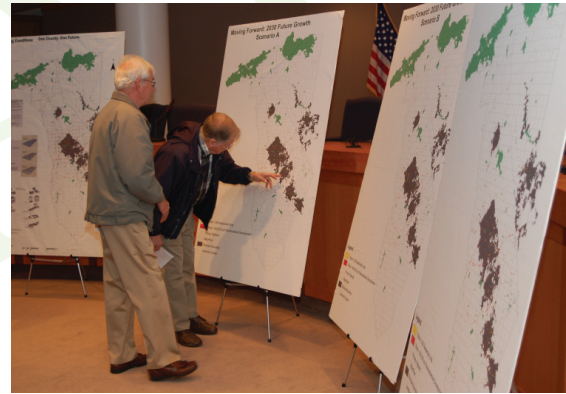
Map C demonstrated to be effective in avoiding development in constrained areas (e.g., sensitive habitats, floodplains, and stressed infrastructure). The growth and development allocations on this map placed the most strain on road networks as most development occurred in areas that share major highways. For a larger version of this map, see Appendix D.

Map C



on urban development. The choice was also supported by the priorities of the citizens committees who advocated preserving open space, encouraged mass transit, embraced high density and requested full advantage be taken of existing infrastructure prior to developing new infrastructure.

Taking into account the citizen input gained from the numerous meetings, events, surveys, and exercises throughout the Imagine Greenville County process, Map B was best suited to accommodate the anticipated growth in Greenville County over the coming twenty years.



Citizens reviewed the maps and voted on their favorite

Results

The selection of the model best suited for Greenville County was based on information derived from public citizen meetings, input data from online surveys and from dialogue with stakeholders and elected officials. The final choice addressed the Greenville County participants desire to place a high priority



chapter **4** **FUTURE LAND USE**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.



4

A NEW DIRECTION IS SET

Following an inclusive public participation process, a vision for the future emerged. Supported by the information collected from community meetings, public input, stakeholder meetings, and numerous workshops with the Planning Commission and County Council, a comprehensive strategy was developed to address future growth. This strategy was based on three naturally occurring elements in the built environment: Communities, Centers, and Corridors.

The Communities, Centers, and Corridors growth strategy serves as a guiding vision for future growth in Greenville County, and provides the underlying structure for the Future Land Use Map. This unique map addresses the concerns of the community while defining the vision itself. The Future Land Use Map is a tool for guiding decisions that will affect the future of Greenville. In response to the voice of local leaders and the County at large, this version of the map is purposely different from its predecessors. It is intended to serve as an effective guide to implementing a new vision.

10 YEARS AGO: A FUTURE LAND USE MAP BASED ON PROPERTY LINES

The Future Land Use map from the 1999 Comprehensive Plan, *Designing Our Destiny*, is now 10 years old and shows land uses based on property lines. This gives the governing bodies the ability to apply specific recommendations to each property in the County. For every parcel (even those created only recently), a

specific and single land use is prescribed. The 1999 map more closely resembles a zoning map than a future land use map. However, unlike the County's Zoning Map, the Future Land Use Map does not possess the force of law (§ 6-29-510, "Planning Process; elements; comprehensive plan" of the 1994 SC Comprehensive Planning Act) and does not require any of its suggested uses to be applied.

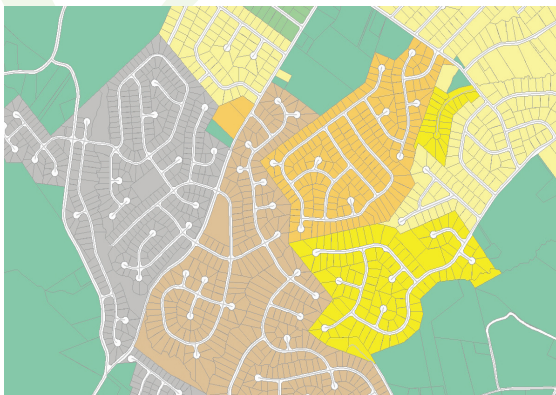


The benefit of the 1999 map is that the specific, rigid nature of the map allows only precise and literal uses. Yet, the frequency of rezoning requests in the county shows that it is not necessarily widely accepted nor adaptable to changing market conditions. As a result, the map itself is essentially inflexible to market and community demands. The number of rezoning requests and the number of approved rezoning cases that are contrary to the Future Land Use map are evidence that the map does not always match the desires of the community. For this reason, it may no longer be relevant.

EXISTING DEVELOPMENT PATTERNS

Greenville County's predominant land use pattern is best characterized by low-density, dispersed development, with separated and disconnected uses. This pattern, while consistent with the land use plan from *Designing Our Destiny*, does little to advocate current goals that emphasize the need to create economically viable, mixed-use, people-oriented communities supportive of plans for multi-modal transportation alternatives. Despite the current dispersed development pattern, Greenville County has an underlying development structure that can be described as Communities, Centers, and Corridors.

It is difficult to identify any discernable future growth strategy from the 1999 future land use map. The map does show a growth pattern that can be described as concentric in nature. Residential densities are arranged in a concentric circle that radiates from the urban core of the county (i.e. the City of Greenville and its surrounding areas). The farther the distance from this core, the lower the density. There are instances in which the density increases again but only when it nears another urban core, such as another city (e.g. Greer, Mauldin).



Example of existing development pattern.

Nonresidential uses most closely follow a radial pattern predominantly located along major corridors radiating from the urban core of the county such as Wade Hampton Boulevard and Woodruff Road. This pattern allows commercial and office developments, for example, to be developed side-by-side along highways for quick access by travelers. Such patterns separate nonresidential development from residential uses.

For the past 10 years, countless requests, studies, and hearings point to the need for a Future Land Use map that clearly identifies an overall growth strategy and serves as the foundation for more detailed future planning efforts. The Land Use vision should also address the preferred method of implementation to provide the county with a clear direction as to what additional steps should be taken to best achieve its stated land use and transportation goals.

A STRATEGY FOR THE FUTURE

After studying the existing land use and transportation patterns, determination was made that three basic components—Communities, Centers, and Corridors— form a skeletal structure of the existing growth pattern and form the basis for the future land use strategy. The basic premise of the Communities, Centers, and Corridors is to encourage growth in areas that can best support new development. This strategy seeks to build on Greenville's existing development framework by clearly defining the role of each of these three components to better accommodate future growth and ensure continued economic development.

A key goal of the Communities, Centers, and Corridors growth strategy is to better integrate land use and transportation planning so that land uses are supportive of our transportation objectives and vice

versa. Within the context of this growth strategy each component serves a unique function:

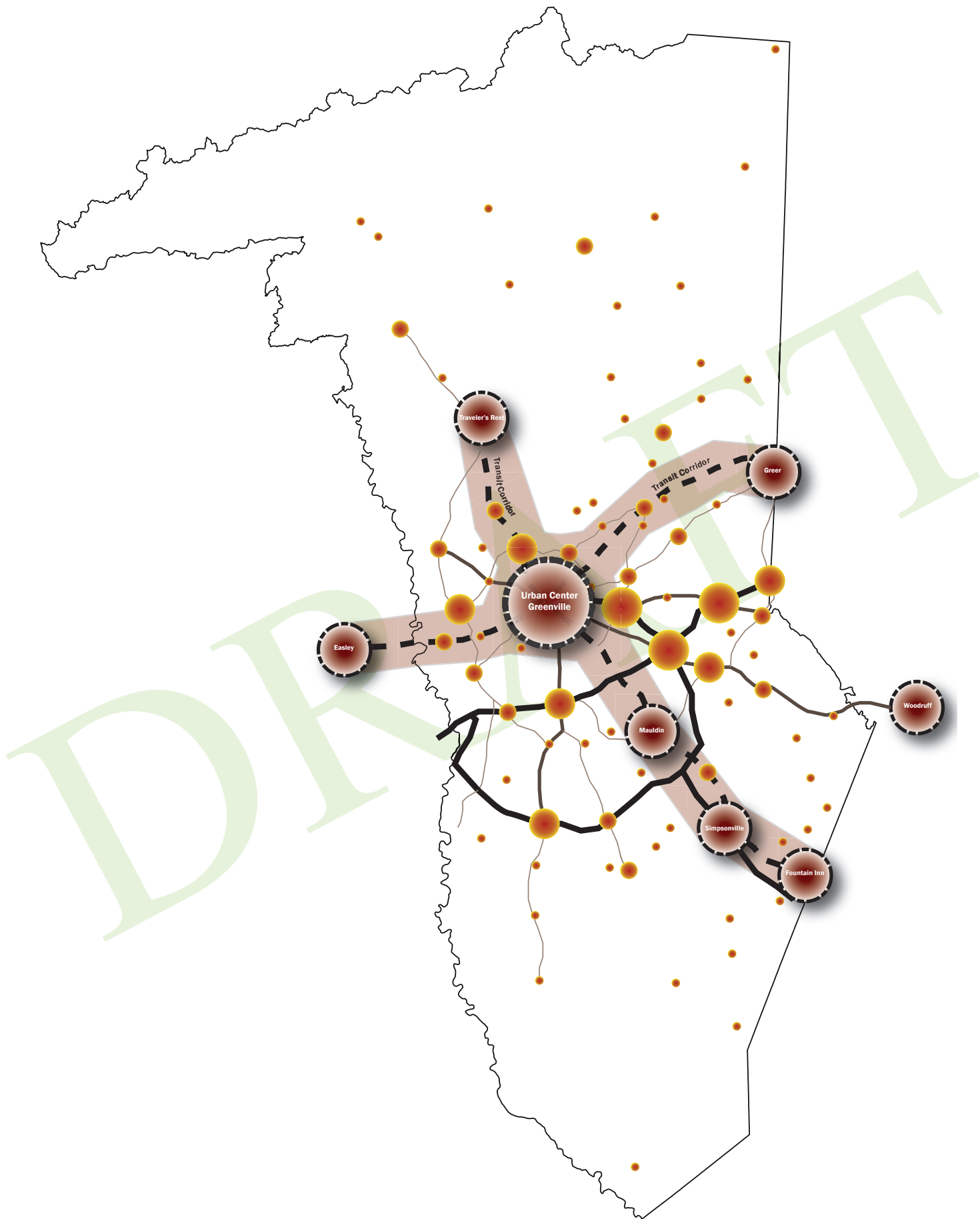
- Communities are distinctive residential sub-areas of the county that share a common identity. They are often comprised of a collection of neighborhoods and often have a definable center;
- Centers serve as the major hubs of activity, providing goods and services to the surrounding neighborhoods and communities. They vary in size, from small the smallest neighborhood center to large mixed-use areas that serve the larger region; and
- Corridors provide the connections that link the major urban centers to the smaller center types found within the outlying communities.

strategy seeks to reduce the demand for extensive new facilities and infrastructure. Utilizing this approach, Greenville County can continue to accommodate growth and economic development while reducing long-term costs associated with road widening projects and costly infrastructure improvements.

This growth strategy accommodates future growth in a manner that is supportive of long-term county and regional transportation objectives. The strategy will also enable the county and the various special purpose districts to deliver services more efficiently by providing guidance for future infrastructure investment. Paving the way for improved infrastructure and services will ensure that Greenville's communities continue to thrive and that local business needs are met. The Communities, Centers, and Corridors growth strategy serves as the basis for the Future Land Use Map. Detailed policies, plans and even regulations must to be developed and adopted to fulfill the vision of the Future Land Use map based on Communities, Centers and Corridors. . The following diagram illustrates the major corridors and centers throughout Greenville County and communicates the preferred future development pattern.



As a new growth strategy is implemented, land uses can be organized so that citizens will have improved access to future transportation choices resulting in higher use. This growth strategy encourages a future growth pattern focused mixed-use development in Centers and along major roadways so that pedestrian, bike, and transit options are more feasible. By utilizing existing facilities and infrastructure more effectively, this



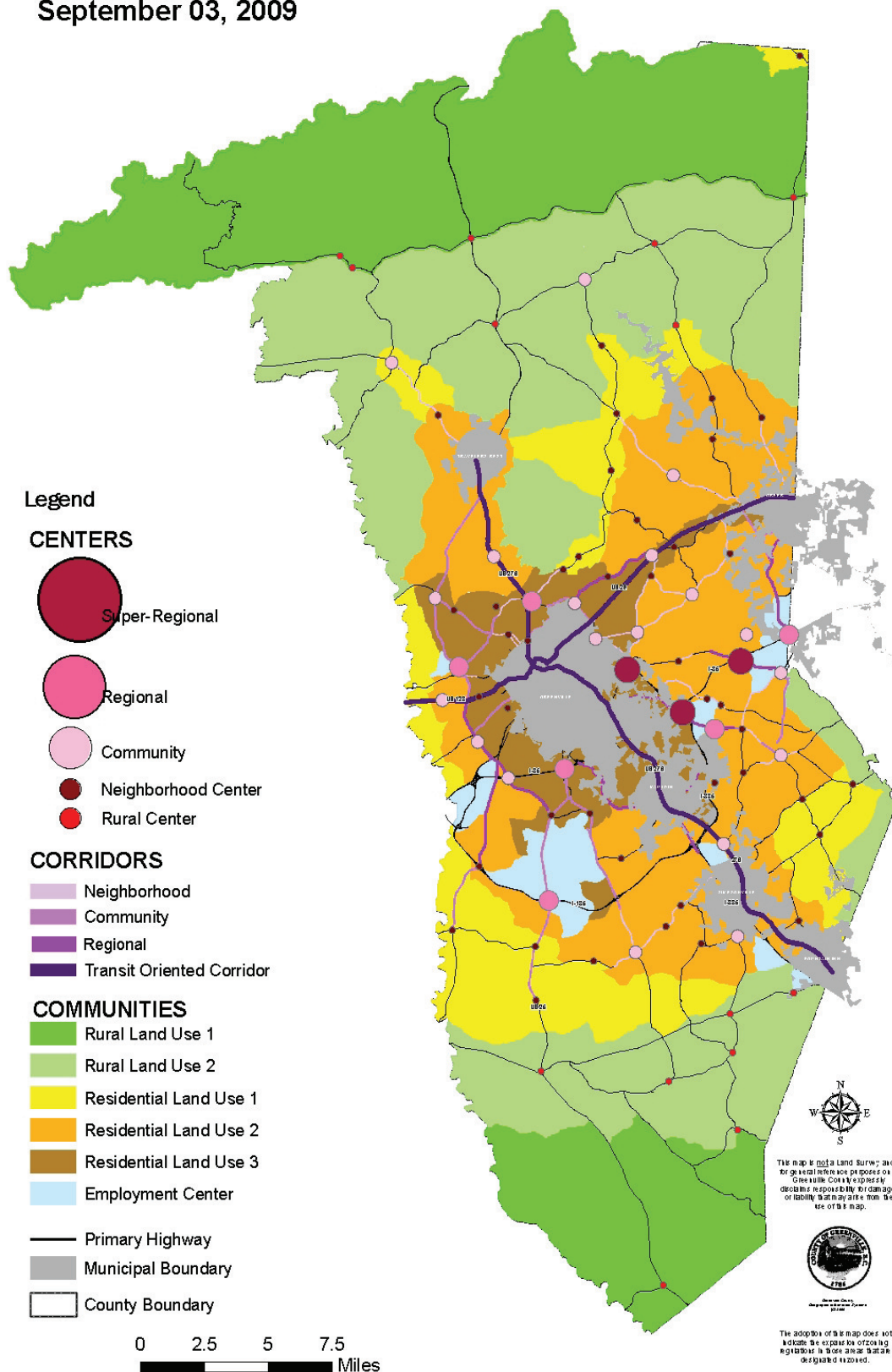
A NEW FOCUS FOR THE FUTURE LAND USE MAP

The new future land use map seeks to work within the County's existing development framework by placing a greater focus on the three basic components of the built environment: Communities, Centers, and Corridors. The land use map emphasizes a specific purpose of each of these commonly occurring elements and clearly defines their role in the overall growth strategy. The land use map provides the necessary flexibility to facilitate growth and economic development in Greenville County. The map employs more general land use categories which are designed to encourage a mix of land uses, including pedestrian and transit-oriented uses. Recognizing that there are multiple paths to achieving the goals and objectives defined by the citizens groups, the Future Land Use Map brings together options for zoning and growth that respect the diverse range of local character found in Greenville County's various neighborhoods and communities. When the goal for a specific area is understood, a number of different land uses can be permitted while maintaining the character of the area.

Area land use plans will be developed in an effort to further refine the vision of the Future Land Use Map. These future planning efforts will focus on individual communities and specific corridors, and will provide the more detailed level of planning necessary to distinguish Communities and Corridors into more definable areas with individualized uses, forms, and functions.

The Future Land Use Map is the primary tool for implementation of the Communities, Centers, and Corridors growth strategy. The goals and objectives established throughout the visioning process are incorporated into the Future Land Use Map. The map is designed to accommodate future growth, stimulate economic development, support transportation alternatives, and guide future infrastructure investment. The adoption of the Future Land Use Map does not indicate the expansion of zoning regulations into those areas that are currently unzoned.

Greenville County Draft Future Land Use September 03, 2009



COMPONENT #1: COMMUNITIES

Communities refer to the collection of residential areas in the County that often contain and are served by a commercial center. These areas typically do not include large amounts of nonresidential uses. Some non-residential uses do occur, but within the context and scale of the surrounding residences. Communities should be designed to encourage multimodal transportation accessibility. Connectivity with other Communities and nearby Centers is necessary. The Future Land Use map identifies Communities by their density. The density is the requirement for maintaining the character of the area and defining potential impacts on the infrastructure. The categories are listed here:

Rural Land Use #1

- Ideal density of up to 1 unit per 10 acres

Rural Land Use #2

- Ideal density of up to 1 unit per 3 acres

Residential Land Use #1

- Ideal density ranges from .3 units per acre to 3 units per acre

Residential Land Use #2

- Ideal density ranges from 3 units per acre to 6 units per acre

Residential Land Use #3

- Ideal density of 6 or more units per acre



McDaniel Oaks subdivision

COMPONENT #2: CENTERS

Centers are the heart of the neighborhood, community, and or region that they serve. Centers may be single-purpose or combine many uses together such as commercial and residential, as well as public uses, such as schools, within a specific area. Ideally, Centers will have a combination of supportive land uses and transportation infrastructure occurring together to support pedestrian activity and to provide improved accessibility. Centers attract many users within a defined range and have the density, form, and function that reflect the context of the surrounding neighborhood, and or community. Centers range in size and intensity, their scale dictated by the purpose they serve. Generic examples include a city's downtown, a shopping plaza, or even a neighborhood grocery store.

Rural Center – (Ex: intersection of Hwy 11 and Hwy 14, and intersection of Hwy 25 south and Hwy 418)

This is a small, low to medium density Center that serves as a “neighborhood center” with daily visits from the larger rural community. The small Center would be characterized by small-scale convenience-oriented retail, restaurants, and agriculture-related businesses. Uses would include gas stations, locally-owned stores or cafes, and feed-n-seed stores serving a large, rural area.

Neighborhood Center – (Ex: Old Buncombe/Sans Souci, Pelham & Riley Smith, Pendleton Street)

This Center is centrally located within a neighborhood and designed to serve the surrounding residents for daily uses. This Center is characterized by small-scale convenience-oriented retail and services such as locally-owned stores, restaurants, drug stores, barber shops, and daycare facilities, servicing medium to high density residential.

Community Center – (Ex: Marietta, Hudson Corners, and Five Forks)
Varying in size, but centrally located within a community, this center is designed to service multiple surrounding neighborhoods and the larger community for daily or weekly trips. It would be characterized by community-scale stores such as grocery stores, national casual dining restaurants, clothing stores, specialty boutiques and would ideally support higher density suburban and urban residential.



Cherrydale Point shopping center

Regional Center – (Ex: Cherrydale, 253 & Whitehorse, and Hwy 25 south & Southern Connector)
Located within a broader area, this Center serves one or more contiguous regions in the county. Residents will typically travel longer distances to these Centers on a weekly or biweekly basis. The regional Centers are characterized by large-scale retail such as grocery stores, some big-box stores, small hotels, movie theaters, and medium to large scale employment centers and parks. The Regional Center ideally supports higher density residential including both single-family attached and multifamily residences.

Super-Regional Center – (Ex: Pelham Road, The Pointe, Haywood Mall)
This Center serves the overall county

and the region for shopping, recreation, and employment needs. Residents will travel great distances to these areas on a weekly or monthly basis. This type of center contains the largest scale retail and service offerings such as large hotels, movie theaters, shopping malls, specialty big-box stores, large-scale office parks along with factory and warehousing services. There are few such centers in the county, but these draw residents from a large area. The Super-Regional centers are characterized by mixed use buildings with the highest density of residential.

COMPONENT #3: CORRIDORS

Corridors refer to the roads that link communities and the County's urban core to the smaller center types within the outlying communities. The primary factors for determining a corridor classification are its traffic conditions, or Level of Service (LOS) along with its function within the context or purpose of development and land use compatibility.

Not all roads are designated as corridors. A segment of a road may be designated a corridor, while the remaining segments may not be included. The associated land uses for the Corridor categories are not always suitable in all segments of a road. For example, the Regional Corridor allows all types of nonresidential uses to be developed along the designated roadway. But there are segments of many roadways that are unable to support additional growth. Thus, these areas aren't appropriate to exist as a Corridor and are mapped accordingly.

Using the prior example, if a road is identified as a Regional Corridor, its purpose is to support all nonresidential uses since all nonresidential uses can be developed on a regional scale. Development should only occur, however, as the traffic conditions allow.

In the list that follows, each permitted use is assumed that it is only permitted when it does not deviate from the overall purpose and function of the corridor.



Batesville Road

Neighborhood Corridors - (Ex: Brushy Creek Road, Batesville Road)
These corridors are predominantly residential in form and function but do allow for some limited nonresidential use. Traffic speeds in this corridor are very slow for due to safety and convenience. Given the low volume and speed, access is largely unmanaged.

Community Corridors - (Ex: Anderson Road, South Hwy 25)
The Community Corridors are a near-balance of residential and non-residential uses and the form and function is markedly different from the Neighborhood Corridor. Intensity of traffic, speed, and use is greater in a community corridor. These corridor roads are typically three lanes in width and have signals at most intersections. Given the higher volume and speed of traffic, access is managed with design principles that limit curb cut access.

Regional Corridors - (Ex: Hwy 14, White Horse Road)
These Corridors are predominantly non-residential. The form and function of

these Corridors allows for tall buildings, tight placement, and any nonresidential use (including industry). Intensity of traffic, speed, and use will likely be the highest in the County. The roads within these corridors are a minimum of four lanes and most intersections are signalized. Given the high volume and speed of traffic, access is managed with design principles that are intended to limit curb cuts and force access off the road itself. Multi-modal transportation options may be incorporated into the access points of the Regional Corridors.



Wade Hampton Boulevard

Transit Corridors - (Ex: Hwy 276, Wade Hampton Boulevard, Hwy 123)
These are the primary Corridors linking Greenville County's urban areas, major employment centers, municipalities, and other regional and community Centers. The land uses along these Corridors should support a future mass transit system and incorporate an even balance of both residential and commercial development. The form and function will vary along the corridor from the highest level of urban, with tall buildings oriented to the street, to a more typical suburban with shorter buildings and larger setbacks. All development should share a common design that supports multi-modal transportation alternatives including; bike, pedestrian and bus rapid transit.

With high volume and speed of traffic,

access is managed with design principles that are intended to limit curb cuts and have access points off the road. The highest residential density and most intense commercial development along these corridors are reserved for the designated Centers. The Centers along these Corridors are transit-oriented in form and function featuring transit stations as the focus point of each center, walkable pedestrian-friendly design, sufficiently high density residential within a 10- minute walk from the transit station, and other supporting retail, office, and civic uses.



McBee Station

ensure compatibility. To maintain the vision of these areas, several distinctive features must be addressed:

- Building scale (i.e., the height and width of a building)
- Placement (i.e., the placement of that building relative to surrounding features such as a road or parking lot)
- Gathering space (i.e., areas such as parks and pavilions that are open to the public and created with the intent of creating social activity)
- Parking
- Signage
- Landscaping
- Connectivity (i.e. roads connecting to one another with a given network; higher connectivity leads to more travel options)
- Access (i.e., the ingress/egress points that lead from a road to a destination)
- Road type (i.e., the functional class of a road, ranging from minor collector to major arterial)

DESIGN PRINCIPLES

The development and use of design guidelines are a key component to the overall land use strategy and should be used in conjunction with the future land use map to ensure that the specified purpose of a particular area is upheld. To this point, the criteria for each Center and Corridor have described the typical uses for each. These criteria illustrate the flexibility of each component, showing that many combinations of uses are typically encouraged.

While many uses are allowed to be developed alongside each other, many such developments are not inherently compatible without design guidelines to

Future Land Use Map Designated Corridors		
Corridor	Termini	Type
US Highway 276	City of Travelers Rest to City of Fountain Inn	Transit Oriented
Wade Hampton Blvd. (US 29)	City of Greenville to City of Greer	Transit Oriented
New Easley Highway (US 123)	City of Greenville to County Line	Transit Oriented
SC Highway 14	S Buncombe Rd. to I-85	Regional
E Butler Road	Woodruff Rd. to Bethel Road	Regional
W Butler Road	Fowler Circle to Mauldin Road	Regional
Mauldin Road	W Butler to I-85	Regional
Woodruff Road	Laurens Road to Bagwell Road	Regional
US 276	I-385 to S Main Street	Regional
Piedmont Highway (SC 20)	White Horse Road to I-185	Regional
Rutherford Road	N Pleasantburg (SC 291) to US 29	Regional
Pelham Road	Boiling Springs Road to SC 14	Regional
White Horse Road	New Easley Hwy (US 123) to Augusta Road	Regional
S Buncombe	SC 14 to Wade Hampton Blvd. (US 29)	Community
Brushy Creek	Suber Road to SC 14	Community
Batesville Road	SC 14 to Woodruff Road	Community
Woodruff Road	Godfrey Road to Bennetts Bridge Road	Community
N Pleasantburg (SC 291)	Wade Hampton (US 29) to Worley Road	Community
Rutherford Road	Poinsett Hwy (US 276) to SC 291	Community
White Horse Road (US 25)	New Easley Hwy (US 123) to US 276	Community
Anderson Road	Dunbar Street to White Horse Road (US 25)	Community
W Blue Ridge Drive	Old Buncombe Rd to White Horse Rd (US 25)	Community
Cedar Lane Road (SC 183)	W Blue Ridge Dr. to White Horse Rd (US 25)	Community
Piedmont Hwy (SC 20)	I-185 to Bessie Road	Community
Augusta Road (US 25)	I-85 to Bessie Road	Community
Fork Shoals Road	Old Augusta Road to Log Shoals Road	Community
Locust Hill Road (SC 290)	Wade Hampton (US 29) to Sandy Flat Road	Neighborhood
SC Hwy 14	Wade Hampton (US 29) to E Gap Creek Road	Neighborhood
Brushy Creek Road	E Lee Road to Suber Road	Neighborhood
E North Street	Pleasantburg Road (SC 291) to Howell Road	Neighborhood
Old Spartanburg Road	Howell Road to Brushy Creek Road	Neighborhood
Woodruff Road	Bagwell Road to Godfrey Road	Neighborhood
Pelham Road	Riley Smith Road to Meadowood Drive	Neighborhood
Pelham Road	E North Street to Haywood Road	Neighborhood
State Park Road (SC 253)	N Pleasantburg Dr. (SC 291) to Altamont Road	Neighborhood
E Blue Ridge Drive	Poinsett Hwy (US 276) to Old Buncombe Road	Neighborhood
Pete Hollis Blvd (SC 183)	James Street to W Blue Ridge	Neighborhood
Old Easley Highway (SC 124)	Alice Street to White Horse Road (US 25)	Neighborhood
W Georgia Road	I-385 to Garrison Road	Neighborhood
Fork Shoals Road	Log Shoals Road to W Georgia Road	Neighborhood
Geer Hwy (US 276)	Duncan Road to Dacusville Road	Neighborhood
Roper Mountain Road	Roper Mountain Road Ext. to Feaster Road	Neighborhood



chapter **5** **PRIORITY INVESTMENT**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.



5

PRIORITY INVESTMENT ELEMENT OF COMPREHENSIVE PLAN

The SC Priority Investment Act (PIA) amended the South Carolina Local Government Comprehensive Planning Enabling Act by requiring a Priority Investment Element be added to all local comprehensive plans in South Carolina. The purpose of the Priority Investment Element is to improve governmental efficiency by requiring a higher level of coordination among local governments and other local or regional public service providers. Improved coordination among these organizations will result in future development that is more cost effective and more efficient in the consumption of land.

County staff met regularly with public service organizations initially during the inventory phase of the planning process to gather information, and then again in the goal development phase to understand their perspectives relating to the goals and objectives created by the citizen committees. It was clear to both County staff and the public service organizations that future land use development patterns were greatly influenced by the expansion of these public services. In an effort to encourage future growth where it can be supported and to expand these public services in the most cost effective manner, it was agreed that "Priority Investment Areas" should be identified.

Representatives from the Greenville Area Development Corporation, the School District of Greenville County, the Greenville Water System, Metropolitan Sewer Sub-District, and Renewable Water

Resources (ReWa) met with members of County Council to inform them of their efforts to try to reach a consensus with regard to the identification of Priority Investment Areas. These service providers then became the Priority Investment Area Committee (PIAC).



South Financial Group Office on the Millennium Campus

The Priority Investment Area Committee developed a planning process where they were able to identify areas of greatest potential to serve as Priority Investment Areas. This process included the development of goals, an analysis of geographic areas with the existing capacity to support new growth and redevelopment, a review of the draft future land use map, and the identification of current and future infrastructure and facility needs.

From the first PIAC meeting in February 2009 all agreed on the importance of sharing share existing information – data, plans, and mapping – in order

to determine if areas where all public services have some capacity to support additional development existed. This discussion led to a common goal: **TO COMMUNICATE AND SHARE INFORMATION ON A REGULAR BASIS.** The committee agreed to provide computer mapping information to ReWa's computer mapping system, as ReWa was undertaking a long-range planning process and had already created a base map to analyze future growth areas.

In addition to providing a forum for ongoing communication and the sharing of information, two tangible products were produced as a result of the PIAC's regular meetings:

- a list of public infrastructure and facilities needed over the next 10 years, and
- a series of maps identifying each recommended Priority Investment Area.



The former Woodside Mill and surrounding area provides an excellent opportunity for redevelopment and economic expansion.

Consistent with the requirements of the Priority Investment Act, this project list of public infrastructure needed over the next ten years was developed from the direct input from county department heads and or special purpose districts responsible for providing the prescribed infrastructure, service, or utility. The proposed project list is a carefully considered list of anticipated infrastructure, service, and

utility needs necessary to support future growth and improve or maintain existing levels of service. This project list is not an all-inclusive list, nor does it attempt to prioritize individual projects; it is simply a "wish list" identifying candidate projects for inclusion in the County's Capital Improvement Plan (CIP) or projects that the County can anticipate will occur during the 10-year planning horizon.

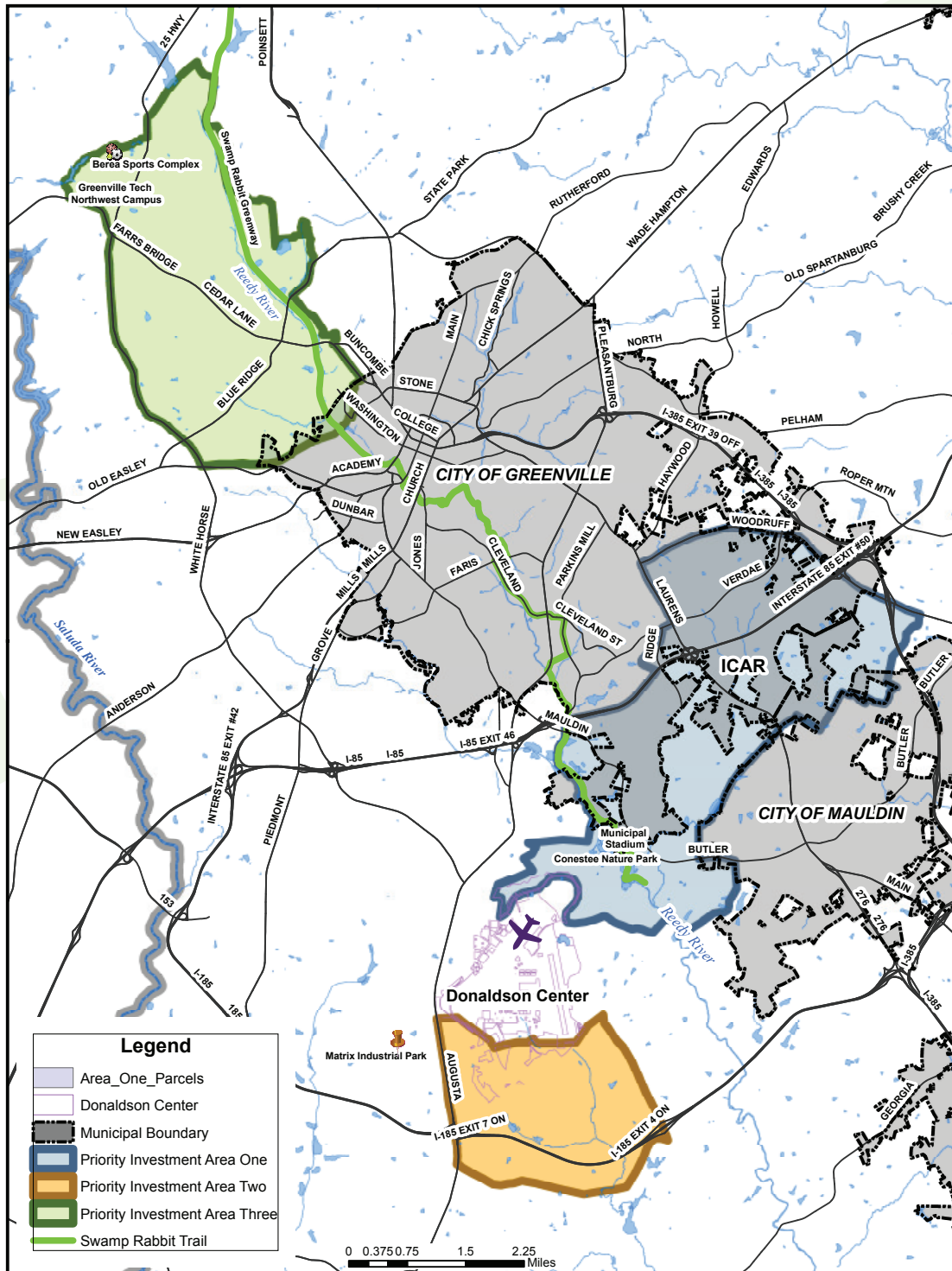
Project funding for County and Metropolitan Planning Organization (MPO) projects will be determined at the time of inclusion into the CIP and/or the Long Range Transportation Plan and will most likely be from historically approved revenue sources. Other infrastructure, service, and utility projects provided by individual special purpose districts will be financed through commonly used sources including user fees, tax revenues, general obligation bonds, and private enterprise. Potential additional funding sources for future projects include federal funding made available through the American Recovery and Reinvestment Act of 2009. The PIAC focused its effort on identifying Priority Investment Areas that will serve as focus areas for future growth and economic development. The location of these areas was largely based on the availability and capacity of existing and planned services, perceived market demand, and overall land use objectives identified throughout the planning process.

RELATIONSHIP TO FUTURE LAND USE MAP

The Priority Investment Area map will serve as a supplement to the future land use map and identify those areas where the county can most cost effectively accommodate future growth, and/or where growth is needed to support overall future land use objectives. The Priority Investment Areas are where the county can and should encourage

more concentrated growth and economic development.

Three Priority Investment Areas were identified by the PIAC group. The geographical boundaries of each of these three areas are shown on the Priority Investment Area Map included in this document. This map will be used in concert with the Future Land Use map when making future land use decisions.





chapter **6**
NEXT STEPS

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today.



6

IMPLEMENTING THE VISION

From the start, the issues identified by citizens drove this visioning process. The resulting goals and objectives provided a pathway for fulfilling the vision for Greenville's future. This vision outlines the places and traditions our community wishes to change, as well as those they wish to maintain. The following steps identify a framework for implementing the vision:

STEP ONE: ADOPT THE IMAGINE GREENVILLE COUNTY PLAN

By adopting the plan, Greenville County will establish the validity and importance of its contents. The County will also fulfill its obligation to the South Carolina Local Government Comprehensive Planning Enabling Act of 1994, which states that such a plan must be adopted every ten years. The adoption of the vision will recognize the hard work of the citizens who authored it and will set in motion the following steps.

STEP TWO: COOPERATE WITH MUNICIPALITIES AND AGENCIES

The Priority Investment Area Committee should continue its mission of promoting efficient management of infrastructure, for both the present and future. Communication between service providers is essential in determining suitable locations for future investments. Input from these public service providers is critical to the future monitoring process of this plan and planning staff should facilitate the continued involvement of the appropriate agencies. Planning staff

should facilitate communication with its neighboring municipalities and counties, particularly in land use matters, so that decisions can be better coordinated, consistent, and true to the respective goals of each entities plans.

STEP THREE: REVIEW CURRENT ORDINANCES

A major tenet of the new plan is to identify and protect the development patterns of the County according to the three major components for land use: Communities, Corridors, and Centers. Current ordinances and processes should be reviewed to determine how conducive they are to this approach. These ordinances will be assessed according to specific criteria that relate directly to the goals, objectives, and issues of the vision.

STEP FOUR: IMPROVE ORDINANCES WHERE NECESSARY

Once the review of current ordinances is complete, the findings should be reported to the public, Greenville County Planning Commission, and County Council. Depending on the results, solutions will be determined by referring to the goals and objectives of this plan. Wherever the goals and objectives lack a suggested solution, solutions will be identified through case studies, cost-benefit analysis, and/or other proven methods of research. A list of ordinances in need of improvement will be presented and approved by the public, Planning Commission, and Council.

STEP FIVE: MONITOR PROGRESS

Whenever changes to the ordinances

occur, it will be critical to monitor their effectiveness and relevance to the plan. The County Planning Commission is empowered by the enabling legislation to monitor the progress of this plan and incorporate its findings into an annual review process.

STEP SIX: MANAGE CHANGE WITHIN THE FUTURE LAND USE MAP

The community often requests changes to the current Future Land Use map. With this new approach developed for the Future Land Use Map in this vision, the nature of any future request will be much different and possess far greater impacts than in the past. The new Future Land Use map will shift focus from specific land uses on specific properties to many land uses incorporating many properties. Requests will no longer focus, for example, that a property be changed from residential to commercial but rather that it becomes part of an existing center or perhaps upgraded with an adjacent corridor to a new, more intense category. Such requests will be larger in scope and possess wider-ranging impacts. Methods for reviewing such requests must address the wide-ranging impacts while also maintaining the flexibility and responsiveness of the current process.

CONCLUSION

Greenville County's greatest strength is its people and their passionate devotion to their community. It is commonplace to hear citizen's talk about their fondness, and even love, for Greenville County. The Imagine Greenville County visioning process has brought definition and structure to the citizen's vision for Greenville County's future. In the years to come, the decade ahead will most likely be seen as a pivotal point in the County's history.

Greenville County is undergoing the convergence of a remarkable number of factors that will set the course for the future. The County's natural setting not only enhances the quality of life but provides an abundant supply of natural resources. Growth in recent years has fueled the expansion of a diverse economic base which, in turn, has proven to be resilient through the economic downturn of 2008-2009. While multiple factors propelling our growth have been discussed and analyzed during the course of this exercise, one common conclusion has been reached: change is inevitable.

History has illustrated that regions often grow for the sake of growth only to accept that the services and infrastructure within the region will always lag behind the demand. The outcome of the Imagine Greenville County process provides a unique picture of our citizen's vision for the future of Greenville County. Citizens recognized through this exercise that they have the opportunity to influence and determine how growth is managed over the coming ten years in Greenville County. The citizens also recognized the importance of preserving the community's character while meeting the demands of growth.

By maintaining our current course of action in response to growth issues across Greenville County, we can predict with a certain level of confidence the negative issues that Greenville may be forced to deal with in the future. By acknowledging the opportunity at hand to plan ahead for continued growth, the citizens of Greenville County can position our community to make growth a positive force over the next ten years.